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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXI, No. 6

NEW YORK, MAY 7, 1925

10 CENTS

B. A. I. S. 1921 with
N. W. Ayer & Son

King Corn and His Empire

PICTURE a farm of 485 acres of waving, tasseled corn coming into harvest every day in the year and you have a vision of what it takes to make the more than one million daily packages of the world's most delicious cereal — Kellogg's Corn Flakes.



Every day, long train-loads of these supremely flavored flakes rumble away from the four great Kellogg plants at Battle Creek, Michigan; Davenport, Iowa; London, Canada; Sydney, Australia; to find their way to every nook and corner of the world. Alaska knows them, and Timbuctoo, Cape Town and Hong Kong, Buenos Aires and Calcutta.

Through quality production and courageous advertising, the Kellogg Company has become the world's largest manufacturer of ready-to-eat cereals. Its wonderful flavor has established King Corn as the cereal ruler of forty nations. Standing hard-by are his armor bearers — Kellogg's ALL-BRAN, Krumbles and Pep, Rolled Oats and Redi-Cooked Oats, all leaders in the breakfast food world.

As creators of advertising matched with merchandising, we occupy a chair at the council table of the Kellogg Company. The meteoric upward push of Kellogg sales-charts shows how well founded has been our belief that the story of Kellogg flavor conquers everywhere, with a smile.

N. W. AYER & SON
ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



THE FEDERAL METHOD © COPY EXHIBIT

THE Federal Method and Copy Exhibit has been bound in leather for personal presentation to important advertisers. It indicates that, after all, extent of experience, quality of thought, and method of work are the fundamentals of profitable agency service. Your appointment is invited.



FEDERAL ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH STREET
NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXI

NEW YORK, MAY 7, 1925

No. 6

How Twenty-four Big Advertisers Determine Newspaper Appropriations

A Presentation of Facts Gathered from a Cross-Section of American Industry, Regarding Methods Being Used to Determine How Much to Spend in Newspaper Space

By Albert E. Haase

A COMPILATION of the amounts of money spent in 1924 for newspaper advertising by 100 of the largest advertisers of the country was made a short time ago. This compilation, prepared on an "estimated" basis by the Bureau of Advertising of the American Newspaper Publishers Association, appeared in the March 12 issue of PRINTERS' INK.

Many fields of business endeavor were represented in it. There were representative companies from fields such as: Automobiles, foodstuffs, cosmetics, household equipment, radio, clothing, shoes, tobacco, entertainment, railroads, steamship, beverages, resorts, safety razors, dentifrices, soaps, typewriters, chewing gum, oil, building materials, life insurance, and fountain pens.

The compilation, in fact, might well be described as a cross-section of the industrial life of the nation. A further analysis of the list brought forth another fact of much interest. Practically all of the names on the list were old-timers. They had grown in advertising and with advertising.

With these two points in mind it seemed to PRINTERS' INK that the hundred advertisers appearing in the compilation with a total annual advertising expenditure for newspaper space that was in excess of \$43,000,000, might well be

asked to contribute to all advertisers information concerning the methods they used in determining their newspaper appropriations. Incidentally, PRINTERS' INK saw an opportunity to check at the same time the accuracy of these "estimated" figures and is glad to report that they are approximately correct.

To return now to the main subject of this article. How are large newspaper advertisers determining their appropriations for newspaper space? This was the question asked of 100 newspaper advertisers, each of whom paid at least \$100,000 for space in newspapers during 1924. Of that number forty-seven, almost 50 per cent. replied. Of the forty-seven there were twenty-four who were willing to give information on this subject; the remaining twenty-three, however, found it inadvisable to do so.

The twenty-four favorably inclined companies, in alphabetical order, were:

Armstrong Cork Company; Atchison, Topeka and Santa Fe Railway System; Auto Strop Safety Razor Co.; The Borden Sales Company; C. Brandes, Inc.; California Fruit Growers Exchange; Eastman Kodak Company; Florida Citrus Exchange; General Cigar Company; Indian Refining Company; The Andrew

Jergens Company; Lambert Pharmaceutical Company; National Carbon Company; Nordyke & Marmon Company; The Parker Pen Company; Phenix Cheese Corporation; Phoenix Hosiery Company; Portland Cement Association; Royal Typewriter Company; Shredded Wheat Company; W. A. Sheaffer Pen Company; The Simmons Company; Vacuum Oil Company; Wm. Wrigley, Jr., Company.

From the information given by these advertisers, five general classifications may be made of the methods used to determine newspaper advertising appropriations:

- (1) Determining the appropriation on a certain percentage of sales.
- (2) Using profits resulting from sales as the basis of computation.
- (3) Ascertaining the minimum job to be accomplished and then deciding on the amount necessary to "put over" that task.
- (4) Assessing on a certain unit of the product a fixed amount.
- (5) Using the branch office as the basis.

A detailed explanation of these five methods, and specific examples of their application, follow.

(1) *Determining the appropriation on a certain percentage of sales:* In some cases, the sales figure used is that for the last fiscal year. In other cases, anticipated sales volume for the coming year forms the basis of the computation. In still other cases, the average of the figures on sales for the last year and the figures for anticipated sales are used as the basis of computation. The percentages, of course, vary with the industry or field. From information gathered in this study and in other studies on the subject it may be safely set down that in general the amount of the percentage usually runs from two to five.

The AutoStrop Safety Razor Company; The General Cigar Company; Phenix Cheese Corporation, and the Atchison, Topeka and Santa Fe Railway System base

their newspaper advertising appropriations on past sales volume. With some of these companies, however, there are other influences that enter into the final determination of the amount, in addition to, sales volume. The General Cigar Company is a case in point, as the following statement from that company will show:

"The newspaper medium is essentially the backbone of our advertising program, and the amount of money spent in each market is, to a certain extent, gauged by the sales volume on each of our leading numbers, but there are many other factors taken into consideration which are largely governed by the varying conditions in the different sections of the country.

"Basically, our newspaper advertising is largely confined to the principal cities of the United States with certain exceptions, due to peculiar local conditions, but by using the largest circulating newspapers at each point, particularly the Sunday issue, the radiating influence gives us practically a nation-wide coverage, which is supplemented by our national advertising.

"There is naturally a limit as to the number of cities in which we can do newspaper advertising, and on this account our newspaper list is strategically planned. No new point is taken on until the distribution and display of the brand to be advertised in it has reached a certain percentage figure."

The plan of basing the newspaper appropriation on a percentage of *future* sales is followed by the National Carbon Company, maker of Eveready batteries and flashlights; the Wm. Wrigley, Jr., Company, and C. Brandes, Inc. In certain of these cases there are modifying influences—the Brandes company, for example. L. W. Staunton, advertising manager, tells how the newspaper appropriation was determined, after the company's entire advertising had been fixed on the basis of estimated sales, in the following manner:



Christian Herald Minimizes Resistance to Your Advertising

ADVERTISING is in effect an introduction to the new. It benefits most from that kind of introduction where faith and confidence break down all resistance.

Your advertising in Christian Herald introduces your product through that close and most trusted of friends,

Christian Herald

Bible House

New York

Graham Patterson, *Publisher*

"All the people of the United States, literate whites over the age of ten, and of course a few others, are now active prospects or will, we feel, be ultimate prospects for the sale of our goods, but as the radio industry is young our market has gradually grown, and therefore as our advertising expenditures are based on a percentage of our sales *estimated in advance*, we could not at first blanket the country.

"In developing our advertising we first made sure that we were using every possible means for reaching the dealer in order that we might get our product on every dealer's shelf. As the dealers stocked goods, business grew and we turned every additional available advertising dollar to helping the dealer show our goods. This began to move the goods from the dealers' shelves and gave us more funds for national magazine advertising which we continued to increase until we had approximately a 30 per cent or better coverage in every State, figuring four readers to every national magazine, and comparing the resultant figure with the literate whites over the age of ten.

"Of course after this situation was reached, there was certain spottiness to our national advertising. In addition to this, radio broadcasting was particularly good in certain places in the country.

"Now we have reached our story.

"The newspaper advertising appropriation was taken from the money left after we had reached a 30 per cent coverage on the above-mentioned basis of figuring. The places in which that newspaper advertising appropriation should be spent was determined by the spottiness of our national coverage, and the quality of broadcasting in certain territories, taking into consideration also any strongly competitive situations which existed."

. There is still a third variation of this general plan of basing the newspaper advertising appropriation on a fixed percentage of the

sales volume. That variation is the use of figures on past sales and estimates on future sales as the basis of the computation. The Royal Typewriter Company, The Florida Citrus Exchange and The Parker Pen Company use this plan.

In answer to a query on the way the Royal Typewriter Company makes its appropriation, W. A. Metzger, advertising manager of that company, has made this statement:

"We base it both on past sales and on anticipated sales in the territories where the appropriations are placed. We divide our branches into three lists, according to their size, and give, for instance, the 'A' List six full columns of space twice a month, the 'B' List five columns by seventeen inches, and the 'C' List four columns by thirteen inches. We usually curtail our appropriations in the smaller towns by cutting the size of the copy rather than decreasing the number of insertions."

K. C. Parker, advertising manager of The Parker Pen Company, in explaining the manner in which his company follows out this same plan of determining the size of its advertising appropriation, was willing to go beyond a discussion of newspaper appropriation and give light and information on the plan as he uses it for all mediums.

"Our appropriation for advertising in 1924," he said, "was \$777,836, which was apportioned approximately as follows: 42 per cent for newspapers, 48 per cent for magazines, 10 per cent for miscellaneous such as window displays and the like.

"Our appropriation for the United States and Canada this year is \$900,000, and for foreign advertising approximately \$150,000. The ratio between the newspaper, magazine and miscellaneous allotments for 1925 will be practically the same as for 1924.

"The 10 per cent for window displays and the like appears small, because we operate our own printing department and produce

(Continued on page 154)



"By the chin whiskers of Buddha, that's some bus!"

"You said a mouthful, Ol' Prophet. Wish my dad could see it, though."

"Mine's comin' around. I've been workin' on him night and day."

When the sons of the family start in persuading father, he is sure to accept the nomination. Copious persistence supplants what may be lacking in silvery-tongued oratory.

Over and over it has been proved that in the family field the boy is the strategic point of attack. Consciously and unconsciously he exerts a tremendous influence on the buying habits of his family. Consciously and unconsciously the family swings on the prejudices and preferences of the youngsters. Through the boy the motor car manufacturer can influence the greatest motor market in the world—the families into which THE AMERICAN BOY goes.

Half a million youngsters read THE AMERICAN BOY every month. Just at the hero-worshipping age of boyhood, 15½ to 16 years old on the average, those boys give to THE AMERICAN BOY that whole-souled allegiance, that unswerving devotion of which youth only is capable. The readers of THE AMERICAN BOY come from the good-to-best families—just the people who can afford to own a motor car.

You can get into the inside circle of these families through advertising in THE AMERICAN BOY. Put your name before half a million young boosters who will make your motor car known. Copy reaching us by June 10th will appear in August.

The **American Boy**

"The Biggest, Brightest, Best Magazine for Boys in All the World"

Detroit

Michigan

The most difficult kind of product to sell

J. WALTER
ADVERTISING

*Clients of the
J. Walter Thompson Company
whose product is a service*

Chicago, Burlington and Quincy Ry.
Davey Tree Surgeons
Gates Tours
Irving Bank-Columbia Trust Company



transcontinental railroad—a great national bank—an expert tree surgery—the product of each of these is an intangible form of merchandise; a service that must be sold through personal contact.

But how shall this contact be obtained?

To call on everybody in a blind search for prospects is too costly—to wait for word of mouth information to spread is too slow.

Today, in advertising, leading organizations selling a service have found a way to reach their prospects directly—and have opened up profitable contacts for their salesmen that have built greater business.

If you have a service selling to the public, the experience of the J. Walter Thompson Company will help you reach and sell a larger number of your prospects.

T H O M P S O N C O.

NEW YORK

CHICAGO

BOSTON

CINCINNATI

SAN FRANCISCO

LONDON

Don't Forget to Renew Your Trade-Mark Registrations

Twenty-Year Clause of 1905 Act Means That Many Registrations Granted under That Act Will Now Expire Each Year.

*Washington Bureau
of Printers' Ink*

IT is just as important to renew a trade-mark registration at the proper time as it is to register the mark in the first place. If your registration was filed under the act of February, 1905, and allowed by the Patent Office during that year, it expires this year, for the act limits registration to a period of twenty years. And if your mark has been registered in a foreign country, registration here ceases to be in force on the day on which the trade-mark ceases to be protected in that foreign country.

Because of the rush to register marks under the last law, the trade-mark division of the Patent Office has received a number of renewal applications during the last three months. The comparatively slow rate of their arrival, however, indicates that the necessity of renewal is not generally recognized. Undoubtedly, confusion exists because registrations are issued for two separate terms. Under the act of 1881, registration is for thirty years, but, as mentioned, the act of 1905 provides for a period of only twenty years.

When the registration of a trade-mark under either act expires, the mark cannot be protected except under the common law. The Federal courts then have no jurisdiction over cases arising from infringement of the mark. The Patent Office will take no cognizance of the expired registration, and will not cite the mark against a newcomer. A trade-mark may have been in use for fifty or more years and widely advertised but if its registration has expired and it is not renewed, it has no better standing under the law than a similarly used mark that never had been registered.

It is of the utmost importance to every owner of a trade-mark of

any value to examine the conditions of his registration, and carefully to study that section of the act of 1905 which covers renewals under both the act of 1881 and that of 1905. This is Section 12, and it provides:

That a certificate of registration shall remain in force for twenty years, except that in the case of trade-marks previously registered in a foreign country such certificates shall cease to be in force on the day on which the trademark ceases to be protected in such foreign country and shall in no case remain in force more than twenty years unless renewed. Certificates of registration may be, from time to time, renewed for like periods on payment of the renewal fees required by this act, upon request by the registrant, his legal representatives, or transferees of record in the Patent Office, and such request may be made at any time not more than six months prior to the expiration of the period for which the certificates of registration were issued or renewed. Certificates of registration in force at the date at which this act takes effect shall remain in force for the period for which they were issued, but shall be renewable on the same conditions and for the same periods as certificates issued under the provisions of this act, and when so renewed shall have the same force and effect as certificates issued under this act.

The general instructions regarding the protection of trade-marks, prints and labels, published by the Patent Office, call attention to the fact that registrations under the act of 1881 may be renewed under the act of February, 1905. The instructions emphasize the necessity of filing applications for renewal within six months next preceding the end of the original term, and state that if application for renewal is not filed before registration expires, a new application for registration of the mark must be filed to secure its protection.

Renewing used to be a rather complex process, requiring drawings, all the paraphernalia of a first registration, with a return of the original certificate and a for-

Time Tells

The Success of This Consolidation

On Nov. 10, 1924, The Des Moines News was combined with the evening edition of The Des Moines Register and Tribune-News.

Note these net paid averages:

Des Moines Register and Tribune-News

October, 1924	- - -	148,452
November, 1924	- -	160,642
(Consolidation Occurred Nov. 10)		
December, 1924	- -	163,980
January, 1925	- - -	163,484
February, 1925	- -	165,369
March, 1925	- - - -	164,456

"The Backbone of a successful advertising campaign in Des Moines and Iowa"

mal petition. But recently, the process has been simplified to a simple request, in proper form, for renewal, and without the return of the original certificate. The fee for renewal is ten dollars.

Form T is given in the instructions as one to use in applying for the renewal of a registration, and applicants are assured that they will find their business facilitated by following this form, the following sample of which is given:

PETITION FOR RENEWAL

To the Commissioner of Patents:

John Doe requests certificate of registration No. ——, granted to —— on ——, which he now owns and has not abandoned, be renewed in accordance with the provisions of section 12 of the Trade-Mark Act of February 20, 1905.

JOHN DOE.
(Address).

Although this form is exceedingly simple, applicants make many mistakes in using it which delay renewals and, in some instances, have prevented renewal before the date of expiration. All trouble of the kind may be avoided if the applicant will take the necessary care to see that his petition for renewal conforms with his certificate of registration.

In passing on renewals, the examiners of the trade-mark division are especially instructed to check the dates, and to see that the name of the original registrant is correct and, if he is still the owner of the mark, to note whether he is still doing business in the same city and State. Hence, if the registrant has moved, a letter should accompany the petition setting forth the facts. Whether the registrant is a firm or corporation, and, if a corporation, the State of incorporation, should be indicated. It is also necessary, if an assignment has been added, to let the Patent Office know whether the applicant for renewal is an assignee or a successor. Titles on the certificate and the petition must agree as to every detail of spelling and punctuation, and if someone has been designated to receive the renewed certificate other than the applicant, the fact

should be plainly stated in the accompanying letter.

Observance of these directions will save both time and unnecessary correspondence in assuring the continuance of the protection furnished by trade-mark registrations which are about to expire.

Made Director of Sales of Boston Woven Hose and Rubber

Arthur C. Kingston has been appointed director of sales of the Boston Woven Hose & Rubber Company, Boston. He was formerly general sales manager of both the Peerless Rubber Company and the Mechanical Rubber Company, subsidiary companies. His appointment follows the resignation of Edgar E. Fay, who had been in charge of sales for the last twenty-five years.

Advanced by McGraw-Hill

Irving Fellner, business manager of *Chemical and Metallurgical Engineering* for the last five years, has been appointed a member of the counselor staff of the McGraw-Hill Company, Inc. C. H. Jones, who has been Chicago sales representative of *Chemical and Metallurgical Engineering*, succeeds Mr. Fellner as business manager, with headquarters at New York.

Cadillac Appoints MacManus

The Cadillac Motor Car Company, Detroit, according to an announcement made by Lawrence P. Fisher, president and general manager, has appointed MacManus Incorporated, advertising agency of that city, as advertising counsel.

Zenitherm Account with Dorrance, Sullivan

The Zenitherm Company, Newark, N. J., manufacturer of thermostatic fire-proof flooring and building material, has placed its advertising account with the New York office of Dorrance, Sullivan & Company.

C. M. Price, Art Director, Outdoor Advertising Agency

Charles Matlack Price has been retained as art director of the Outdoor Advertising Agency of America, Inc., New York. Mr. Price is associate editor of *Poster*.

Pooley Cabinet Account with F. J. Ross Agency

The Pooley Company, Philadelphia, manufacturer of radio cabinets, has placed its advertising account with the F. J. Ross Company, Inc., New York advertising agency.

Milwaukee—First City in Diversity of Industry

For Your Convenience—

THE new 1925 Consumer Analysis of Greater Milwaukee is being published in four volumes. This survey is based on personal interviews with a typical cross-section of all Milwaukee families. Copies are being sent to interested sales and advertising executives as quickly as each volume is printed.

Volume I

Grocery Products
Candy and Gum
Cigars, Cigarettes, Tobacco

Volume II

Musical Instruments
Radio Equipment
Automobiles

Volume III

Cosmetics
Clothing
Jewelry

Volume IV

Electrical Appliances
Building Material
Miscellaneous

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT
Publisher

R. A. TURNQUIST
Advertising Manager

O'MARA & ORMSBEE, Incorporated

National Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

Wisconsin—First State in Value of Dairy Products

Consider This Record

THE certified average net paid circulation of the Sunday Chicago Herald and Examiner for the six months ending

March 31, 1921 was 709,966

March 31, 1922 was 731,010

March 31, 1923 was 879,471

March 31, 1924 was 1,050,949

March 31, 1925 was 1,120,294

Figures taken from Official Reports to the Government

Chicago Herald

NEW YORK: 1819 Broadway

Unprecedented of Growth

THIS great circulation . . . the largest ever attained by any American newspaper . . . is the result of producing a keen, alert, progressive newspaper. And its readers express their preference for the Herald and Examiner by paying more for it than they would pay for most Sunday papers.

Sell it to the . . .
“OVER-A-MILLION”

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Chicago's Most Profitable Radio Market

is embraced in the 400,000 circulation—approximately 1,200,000 daily readers—of The Daily News.

Year after year The Daily News leads all Chicago daily newspapers in total volume of advertising printed—because experience has demonstrated to advertisers its superior effectiveness as a selling medium.

The daily radio department, and the Saturday radio section of The Daily News, are closely followed by the "fans," and The Daily News' own radio broadcasting station—WMAQ—affords a "tie-up" of practical experience that gives its staff advantages enjoyed by no other in Chicago.

Radio advertising in The Daily News reaches the great majority of financially competent consumers in Chicago, and reaches them in a medium that holds their interest and confidence.

THE CHICAGO DAILY NEWS
First in Chicago

How We Sell Dealers Who Are Overloaded with Other Goods

Canada Dry's Solution of This Problem Is to Help Dealers Speed Up the Slow-Moving Merchandise

By P. M. Boggs

Vice-President and Sales Manager, Canada Dry Ginger Ale, Incorporated

If you were to walk into a dealer's store, and after telling your sales story, hear him say something like this: "I like your product; your price is all right; your package is attractive and I believe my trade would enjoy Canada Dry, but I am stocked with another brand and have to move it before I can try yours"—what would you say or do?

It is a situation which manufacturers in all industries are confronted with every day. Furthermore, it presents a problem most difficult to solve economically.

Not so long ago the sharp-shooting manufacturer, whose name was legion, would tell the perplexed dealer to put his competitor's product down in the cellar, or in the storeroom. "It wouldn't sell anyhow," he'd say—and then proceed to load the dealer with an order so large that the salesman was certain Mr. Dealer would have to push it if he wanted to get room enough to turn around in his store.

Another way was to offer to exchange the competitor's merchandise for the producer's pet brand, usually on a basis by which the dealer was the loser.

As the beverage industry is highly competitive, it is obvious that any long-continued practice of such a nature would soon break a manufacturer.

We have followed a plan for over two years, and although not original by any means, it has proved highly effective. We believe if every manufacturer would try it out where his product permits its operation, then Mr. Dealer, the backbone of national business, would be greatly benefited, and so, in turn, would the manufacturer.

Briefly, our salesmen are trained to listen to every dealer's problems, then to try to apply to that dealer's particular needs, a merchandising plan which would relieve the dealer of his worries and so help him make more profit.

We sell primarily to the grocer, delicatessen, druggist and confectioner. Therefore, salesmen are selected who have had experience with one or more of these four classes of dealers. We plus this experience by a training in the fundamentals of retail selling. Our selling force is also furnished with over two hundred merchandising plans. These plans are not untried theories—they are practical, simple and workable plans that have been actually used by some dealer and found to be profitable and result-getters.

THE MOST WASTEFUL LEAK

The training our men are given enables them to take merely the basic idea and by a common-sense application of the idea to the dealer's own particular problem, show what should be done and how to do it. We have tried to cover a large variety of various troubles which confront a dealer, but in this article we will discuss only one. That one, however, is the sorest spot and the most wasteful leak with which the average dealer has to contend.

It has been our experience that practically every dealer we call on complains he has been overstocked on some item, and, as he expresses it, "is stuck." The natural thought is, why not reduce the price of the loaded stock to cost and get rid of it by a special sale? That is one way to do it, to be sure; but it must be remembered, that the loss of

profit on that particular item is a serious matter to many small dealers. They have a natural reluctance to sell at cost something on which some day they may make their legitimate profit. Usually, this day never arrives and the slow-moving item is eventually junked at a total loss.

How, then, can we induce the dealer to put every effort behind this particular item and at the same time put some new pennies in his cash register? The following idea has been found very effective.

We suggest a combination of items that may be sold at a price which yields a satisfactory profit but which contains one or two of the slow-moving items. To be specific: We approached a dealer in a city of 15,000 people. He had been sold a barrel of white vinegar a year before out of which he had not been able to sell more than three gallons. As he explained it, his trade had been more or less educated to bottled vinegar or to the jugs.

After a careful check of the situation, our salesman suggested he purchase fifty vinegar cruets at a five-and-ten-cent store, and offer to give a cruet with every gallon of vinegar at thirty-five cents. The barrel was rolled up in the centre of the store, a sign painted with "Extra Special" on it, and on Friday morning it was placed on sale. Saturday afternoon, the barrel was emptied. The dealer had his money back and after deducting the cost of the cruets, he found he had made a profit of \$3.50. This particular dealer has used many of our merchandising ideas since then and is thoroughly sold on the fact that we have a sincere desire to see him succeed.

Another case, to take a widely different situation, was one in which a small dealer in New York City, who listened to some silver-tongued orator, had purchased about fifty cases of a certain beverage. A year prior to this he had sold, all told, in the neighborhood of twenty cases; and believing the enthusiastic

salesman, he more than doubled his probable requirements for the year. Unfortunately, however, his store was flanked on either side by a chain store which sold the beverage at almost his cost. The result was his cases were stocked in his back room and this so cluttered up his place that it made it very difficult for him to carry a stock of his other items.

Whether this was a good or bad merchandising policy on the part of the beverage manufacturer, is not the point. The fact is that every time the dealer would stub his toe against this mountain of cases, he was egged on to profanity. Therefore, our salesman's reception was anything but pleasant.

Again, our check of the situation was carefully made and our salesman said: "Mr. Dealer, I came here, of course, to take an order for Canada Dry. It is very plain to see that to sell you anything in the beverage line under your present conditions, would not be good business. Consequently, I am going to help you sell what you have, even though it is not our product."

DEALER LOOKED FOR CATCH

The dealer naturally looked at him with considerable suspicion; he was trying to find out where the catch was. But our salesman soon convinced him that he was sincere.

Now, many of our merchandising ideas are based on the fundamentals of suggestion. Probably no buying class is more susceptible to suggestion than the housewife. The salesman purchased a dozen pairs of full leather soles at a nearby shoemaker's, got some glue and stuck them on the sidewalk just in front of the store leading in a straight line, right into the dealer's store, to the very end of his counter—just as though some giant had walked in there and left a trail. The dealer's store was about thirty feet deep and fifteen feet wide with a counter running down one side. A sign was hand-lettered, suggesting to the house-

wife that she put a half-dozen bottles in her market basket; and then, in order to make certain that the beverage would not escape her attention, a string of bottles was placed at the foot of the counter and around the end and other side of the store in a horseshoe arrangement. The result was that every woman walking along first noticed the trail leading into the store. Then her eyes followed the course of the foot-prints to the very end and so on entirely around the base and right on around the store, where there had been placed several hundred bottles, all lined up one after the other.

Of course, this is a simple idea, but its very simplicity made the appeal. The dealer moved the entire stock of fifty cases in a week and a half.

Here is another specific instance. A dealer in a suburban town was in the habit of coming to the metropolis and purchasing certain quantities of goods at auctions. He once bought a quantity of strawberry jam which was put up in a glass jar that was a size larger than is ordinarily asked for by the housewife. The investment in this was about \$180 so you see he had considerable jam. He tried advertising in newspapers and several other stunts, but none of them proved successful in moving it.

Again, our salesman, after checking carefully the details, suggested he purchase several gross of cheap nickel plated tea spoons, then letter a sign which would tell housewives a tea spoon would be given free with every jar of jam.

The sale lasted for three weeks. In that time, the dealer had disposed of the entire lot and in the end, after deducting the cost of \$7 for the tea spoons, his profit on the item which had been dead for a year was \$36.

As we see it, this is constructive merchandising for the dealer and we are glad to say many of our good dealer friends appreciate this attention to their par-

ticular problems. They are, moreover, always eager to hear about a new merchandising idea that will be helpful.

We are fortunate in having a real live merchandiser in a dealer on whom we try out new ideas. If, after this trial, we find them of a practical and helpful nature, our salesmen are given a synopsis of it on a price book sheet, and then at our Saturday conferences, results of this idea are discussed and noted.

The response of our dealers to this merchandising assistance makes us thoroughly satisfied that though the cost and time and effort is great, the good-will which we build is priceless.

Optical Companies Consolidate

The Shur-On Standard Optical Company, Inc., is the name of a new corporation which has been formed through the consolidation of the following companies: DuPaul-Young Optical Corporation, Southbridge, Mass.; General Optical Company, Inc., Mount Vernon, N. Y., which controls the Kryptok Sales Company, Inc.; Shur-On Optical Company, Inc., Rochester, and The Standard Optical Company, Geneva, N. Y.

In a statement regarding the merger, Beverly Chew, president of the Standard company, says that, with relatively little duplication, these companies manufacture a complete line of spectacle frames, eyeglasses, lenses and ophthalmic equipment and machinery. The products of the Shur-On company, he said, are exceptionally well-known because of aggressive advertising extending over a period of many years, as are the Kryptok lenses made by the General company. For the present the several companies will continue to distribute their products through their individual sales departments.

Mr. Chew will be president of the new company. Charles R. Johnson, president of the General company, C. E. Smith, treasurer of the DuPaul-Young company, and J. P. Bertram and Charles H. Stephens, both of the Shur-On company, will be executives of the new company.

Camera Account for Louis H. Frohman

The Herbert & Huesgen Company, New York, photographic supplies, has appointed Louis H. Frohman, New York advertising agency, to direct an advertising campaign on the Ermanox camera. The Ermanox is a high-speed camera, manufactured in Dresden, Germany, by the Ernemann Works. Magazines and photographic trade papers will be used.

Ridiculous Remarks about the Pulling Power of Color

Catalogue Color Pages Cannot Be Expected to Outsell Black and White Ten to One

THE CONOVER-MOONEY COMPANY
CHICAGO

Editor of PRINTERS' INK:

The other day I heard a so-called mail-order expert (oh, these experts!) make a speech in which he declared that color pages in a catalogue pull fully ten times as much business as the black and white kind. This, of course, is a ridiculous statement and I am reporting it to you both as a matter of interest and also in the hope that you may be able to give us some reliable data upon which the relative pulling power of color as against black and white may be computed. It is a simple matter to get the comparative cost of the two kinds of pages. This is something that any good printer who knows his business can supply. But how about the business each kind of page can bring in?

THE CONOVER-MOONEY COMPANY
R. J. MOONEY,
President.

If color pages in a catalogue would pull ten times as much business as black and white pages, it is obvious that all the leading catalogues would appear entirely in colors. Black and white pages would become novelties.

This is a matter, however, on which there need be no speculation or wild guessing, in which the gentleman who made the speech apparently indulged. Great catalogue houses such as Sears, Roebuck & Company, Montgomery Ward & Company and Butler Brothers have learned some things about color that are almost uncanny in their exactness.

In computing the benefits of any kind of advertising, its initial cost is the first thing that has to be considered.

Catalogue color pages, generally speaking, cost three times as much as the black and white kind and sell just about twice as much, unit for unit. This is widely different from ten times, but color is well worth while just the same.

Without giving exact figures, here is the way the principle works:

A black and white catalogue page, let us say, brings sales of \$100. A fair average gross profit

per page is 8 per cent and the average cost per page for black and white about 2 per cent.

Eight per cent of \$100 is \$.8. With 2 per cent selling cost this would leave a net profit of \$.6 for the page.

If the same page were printed in process color, continued experimentation has proved that it would yield twice as much gross business. For the imaginary page we are considering here, therefore, the gross yield would be \$200. The same average gross profit rate, or 8 per cent would make the gross profit on the color page \$16. But the cost here is three times that of the black and white page, or 6 per cent. If the gross profit is \$16 and the cost is \$.6, the net profit on the color page is \$10.

In other words, the color page not only sells twice as much as the black and white but has a higher net profit return. In addition, there is a pronounced indirect advertising value to the color page in that it increases the selling efficiency of the catalogue, taken as a whole.

Catalogue makers discovered this principle quite a while ago. A book of 500 or 600 pages, all in black and white, was deadly. The houses then hit upon the expedient of breaking it up with sections printed in colors and also printed on different color paper. At first the breaking up process was purely mechanical. It was a mere printing proposition administered from the standpoint of appearance only.

But now the method has been worked along to a point where there are certain basic principles to be followed. One of these is that colors on a catalogue page shall not be introduced unless corresponding colors can be found on the actual merchandise the page is trying to sell.—[Ed. PRINTERS' INK.]



The Big Market's Big Paper

THE reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily, The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending December 31, 1924
Copyright, 1925, Bulletin Company

May 7, 1925

*Write for
this interest-
ing book*



F. St.
J. R.

Hear what the Radio Dealer has to say



ELIEVING that Radio Manufacturers want and need exact information regarding sales possibilities for Radio in St. Louis and the 49th State, the Globe-Democrat has prepared a survey based upon the opinions of dealers throughout this territory.

Each dealer in the 49th State was asked to give his opinion regarding many of the moot questions of Radio Marketing . . . and some illuminating facts were obtained.

We learned, for instance, what 49th State dealers think of installment selling . . . What months are best for Radio Sales . . . What is the percentage of dealers handling Radio exclusively . . . and other facts which manufacturers are seeking.

The results of this interesting survey are contained in the book shown at the left. It is permanently bound, beautifully printed and contains an up-to-date list of Radio Dealers in the 49th State.

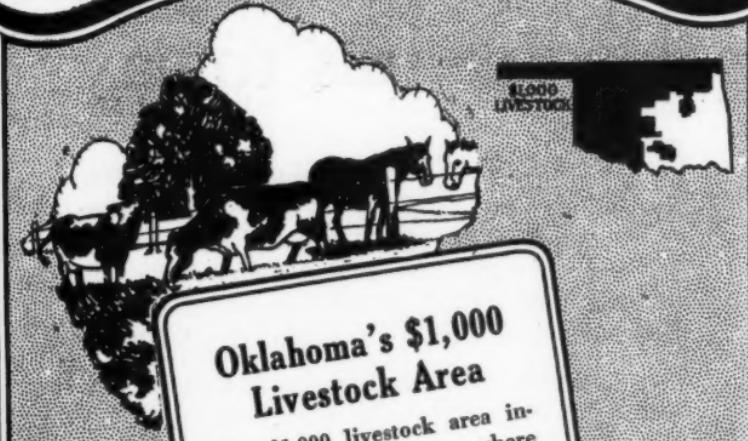
This book will be mailed free of charge to Radio Manufacturers, or others interested in the sales possibilities for Radio in the 49th State.

Globe-Democrat

The Newspaper of the 49th State

Representatives

F. St. J. Richards . . .	New York	Guy S. Osborn	Chicago
J. R. Scolaro	Detroit	C. Geo. Krogness . . .	San Francisco
Dorland Agency, Ltd. . . . London			



Oklahoma's \$1,000 Livestock Area

The \$1,000 livestock area includes those counties where the average farm carries livestock worth \$1,000 or more. There are 48 of these counties, indicated in black on the map above, having 53.2%, or 102,281, of all farms in the State. This area has 67.2% of the State's livestock value. The *Oklahoma Farmer-Stockman* goes into 80,691, or 78.8% of all farm homes in the livestock area.

OKLAHOMA FARMER-STOCKMAN

Oklahoma City

E. Katz Special Advertising Agency

New York - Chicago - Kansas City

Atlanta - San Francisco

Some Things We Didn't Know about Our \$3,000,000 Business

The Faults and Weak Points Recently Discovered in This Enterprise Will Take at Least Three Years to Mend

By Eugene S. Harvey

WOULD you believe it possible that the largest manufacturer of a certain type of specialty, in operation over six years, and doing a business of three million annually—would frankly and unequivocally admit he *knew nothing about his market?*

"Yes, that's what it amounts to," conceded the vice-president. "We have gone along, thinking we knew our market. That fact is not any serious reflection on the calibre of our managing heads, either. It was only a natural, line-of-least-resistance attitude we all had fallen into.

"We got mentally sluggish and acquiescent. And first thing we knew, we didn't know!

"Our merchandising policy, perhaps, is a factor which incurs some share of the responsibility for this past torpor and present disquiet of ours. We market through the jobber exclusively. It is a policy of whose handicaps and disadvantageous features we are painfully aware. But it is at least a policy with us, and not a day-to-day expedient. Everybody knows that policy. It is, as far as things human can be made so, inflexible. And it is that very rigidity of our policy, that knowing on the part of our trade exactly where we are at and where they are at, all the time, which we think has been a bulwark to us in adversity.

"To change our policy now would produce severe internal and external upheavals. Yet, we have become growingly aware that

something was radically wrong.

"The situation came to a head a short time ago. I assumed this new office which brings me in closer touch with sales than I had ever been before. Prior to that I had charge of production. I was accustomed to knowing—not thinking I know—for the very essence is tangible units, certain quantities, proved behavior of materials, scientific data and verified standards of procedure and performance. Naturally, when I got into the sales and distribution end I rather expected to find the same certainties awaiting me. I looked for facts and situations that could be as positively dealt with in this way as the machines and materials in our production end.

"But I didn't find these certainties. So I asked questions. And it seemed there weren't any answers on the premises. Our business is electrical household utilities: toasters, grills, table stoves, curling irons, percolators, irons, and so on. I asked where our goods were going. Our sales promotion folk didn't know. I asked how many dealers were handling our goods. They didn't know that, either. I asked how many live, logical dealers were receiving our continuous campaigns—we work intensively on the dealer by direct-mail, although he does not buy from us but from the jobber. Well, we didn't know that, either. We had some 35,000 dealers on our mailing list, it is true, but it wasn't known around

Due to the unusual nature of the disclosures made in this article, it is necessary to omit all names. This much may be said, though: The advertiser referred to is a large manufacturer of electrical appliances used in the home. Headquarters are in a Western City. The company's advertising appropriation reaches well over the \$200,000 mark annually.

the place whether all of them were still good prospects or not.

"Last year, we started trying to find out some of the things we didn't know. We began first on that dealer list. As liberal users of national advertising, we had established a real prestige for our trade-marked and branded articles, and had registered their value on the consciousness of the householder. We had a real and a considerable investment in public good-will. But we hadn't even the hint of an inkle as to whether or not when our advertisement appeared in a national periodical abundantly bought and read in Kumquatville, Idaho, for example, the interested home-makers of that town could step down-street and get any of our articles.

WEEDING OUT PROCESS BEGUN

"We began a weeding-out process. Double postcards were sent out, asking for verifications of addresses and firm styles. We also used test printed pieces carrying guarantees of return postage. Postcard and printed pieces came back by the hundreds. In one way, these returns were appalling; in another, wholesomely enlightening.

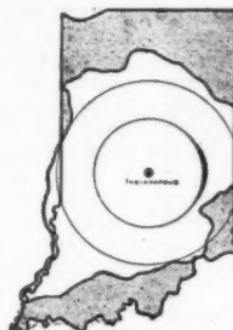
"We found the mortality on our assumedly fine list of dealers amazing. Changed styles, dissolutions of partnerships, removals, new addresses and revamped lines to which our goods were no longer suited—all this information came back to us in a deluge. When the smoke cleared, we found last year, that our erstwhile list of 35,000 dealers had shrunk to 19,000! Nearly 50 per cent of our sales munitions had been scattered over the Sahara Desert!

"And we found out other things. The realization grew on us that all is not dealer—at least, for our line—that looks like dealer. A logical dealer for us today may be a very illogical one next month, even next week. A number of better-grade garages, for example, carried accessories. For the time that they gave accessories their attention and interest, these dealers proved to be

modest outlets for us. Electrical utilities could be sold with a little pushing, and were sold, and our jobbers' salesmen found a small but valued opportunity for revenue in these directions. But the inside man who used to be pretty good at accessory pushing, let's say, goes with some other garage or store or shop. Perhaps the proprietor's own interest leans much more keenly to the possibilities of the repair end. He gives it more effort; it grows; a gas and oil franchise is taken on: the accessory window turns gray with dust, accessories languish, and pretty soon that place, for electrical specialty purposes, is dead. Or, the garage turns into a rather flourishing tire sales and repair emporium; again, things electrical are a deceased issue.

"Still another obstacle to our getting real market knowledge inheres in the lamentable fact that so many of our jobbers have no live, workable record system, through which we might be able to trace the ultimate destination of our goods. It would surprise you to know how true this is of responsible, energetic concerns that should be efficiently organized for modern merchandising effort, but are not. Often, the information we specifically need is buried in a big bound book and it is little short of undertaking to find the mythical needle in the haystack for anyone to locate the data most wanted regarding a given lot of merchandise: who bought them, when, where, and so on.

"Then there is the fact, seemingly inseparable from any program of specialty making and marketing such as ours, that we cannot get from our jobbers anything like satisfactory data regarding the dealers who are already handling our goods. Theoretically, this should merely be a matter of vigorously educating the jobber and of making it easy for him to supply us with dealer lists; plus the activities of our men in the field. But by the time the necessity and importance of



*The Indianapolis
Radius, popula-
tion 1,992,713*

Evidence

In 314 issues in 1924, The Indianapolis News carried 2,944,194 lines of national advertising. *This is 185,439 lines more than all other Indianapolis newspapers combined carried in their 680 issues.*

In spite of "Sunday paper schedules," two-paper schedules, and "morning paper campaigns," The Indianapolis News carried more national lineage than the whole Indianapolis field combined—with less than half as many issues.

Why? Because for fifty-five years The Indianapolis News has

consistently delivered greatest results per dollar. Because The News alone has more home-delivered circulation in Indianapolis than both other daily newspapers combined. Because The News covers the field so completely that additional space in other newspapers is fruitless duplication of News coverage.

Nor is the influence of The News confined to the consumer. Because it is Indiana's most powerful consumer medium *and the trade knows it*, it is the most powerful trade medium. The Indianapolis News is the strongest single merchandising force in the Indianapolis Radius.

The Indianapolis NEWS

FRANK T. CARROLL, Advertising Manager

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

having such data has been relayed from us to the jobber and thence to the salesmen—and simultaneously from us to our branch managers and thence to their field men—the process of percolation has turned to dilution. More pressing duties connected with daily selling divert the jobber's field men and our field men, and we simply don't get what facts we need to plan successfully for tomorrow.

"I spoke of dealer mortality. It has been a normal thing for us here to have to remove dealers from our prospect and active lists as fast as new names were added! And linked up with this fact of constant flux and shift and upheaval in dealerdom in general, is the big question in our minds as to whether and how much we should cultivate the hardware merchant in contradistinction to the electrical store. Are we overlooking a bet here that we should be capitalizing? Is the electrical store on the wax or wane as a distributing outlet? Is the hardware merchant of the future going to be a more and more logical retailer of the electrical household specialty—or the reverse?

"You see, while we have a plentiful supply of figures and statistics and have also obtained from electrical publishers much valued co-operation that was greatly desired and appreciated, the fact remains that in spite of many years of business existence and a reputation for leadership in our field, we do not yet truly know our market.

"Our advertising manager recently left, and we have lines out for a new one. The man we hire is not, however, going to be the conventional advertising manager. He is going to be the sort of a man who can locate our market for us, if such a thing is possible. A researcher; an analyst; a sales functioner. It's not a quick-action program on which we are embarked, but a long-haul overhaul of our whole merchandising future; a probable three-year trek, illuminated for us by the cold light of our sins of omis-

sion in the past. We may find that our exclusive jobber policy so steadfastly adhered to is obsolete and inadequate. If so, when the proofs are all in we shall set up a new policy and stick to that.

"But until we *know* these things; we are committed to improve our status with the jobber by improving, in all ways possible, his status as a merchandiser of our product. We have plans under way looking to a simplified method by which he will automatically have available in future the data that both he and we used to seek in vain! And we have already seen these new methods and plans cordially welcomed by a number of progressive wholesalers.

"So we feel that ultimately this stigma on our merchandising operations will be wiped clean. Certainly, our actual knowledge of our market three years from now, and our detailed campaign tie-up with our jobber—if we still employ him—will be such that we will not, as happened just the other day, receive in routine mail from a big wholesaler of ours, sales literature descriptive of our own products."

Merger of Chemical Publications to Be Extended

The Chemical Engineer and the *Color Trade Journal and Textile Chemist*, both of New York, have been bought by the Trades Reporting Bureau, Inc., of that city, publisher of the *Chemical Color and Oil Record*. The latter publication, as previously reported, was merged with *Chemical Age*, under the name of *Chemical Record-Age*.

Beginning with the May 25 issue, there will be a further consolidation and all four publications will be published under the name of *Chemicals*. It will appear weekly and according to W. F. L. Tuttle, executive vice-president of the Trades Reporting Bureau, will be representative of the entire industrial chemical field.

New Accounts for Continental Agency

The Anton Clemetsen Company, manufacturer of radio-phonographs, and the Consolidated Steel Strapping Company, manufacturer of Signode Sealed Strapping, both of Chicago, have placed their advertising accounts with the Continental Advertising Bureau, Chicago.

DID you go to the polo matches last fall to see the Prince of Wales?

Did you look the crowd over?

Did you estimate them in terms of merchandise—the cars, the clothes, the accessories, the jewels, the high-bred dogs,—in keeping with their luxurious standard of living.

That crowd represented the expenditure of millions of dollars.

Broadly speaking, that crowd typified the readers of the Condé Nast Group of magazines.

You need more than money to make a good prospect for your merchandise. You need a high standard of living and the habit of spending money to maintain that standard. Our people have both.

**VOGUE
VANITY FAIR
HOUSE & GARDEN**

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

Why the Disparity between Circulation and Advertising Costs?

The local (city and suburban) circulation of the Cincinnati Times-Star is 2.5 times the daily local circulation claimed by the leading Cincinnati morning newspaper. Yet—

The Times-Star carried 2.6 times as many lines of total advertising as the leading morning newspaper carried in the same 314 publication days last year, including all classifications.

The Times-Star carried 2.8 times as many lines of total display advertising as the leading morning newspaper.

The Times-Star carried 2.7 times as many lines of local display advertising as the leading morning newspaper.

The Times-Star carried 3.2 times as many

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

between Advertising Values and Costs in Cincinnati?

lines of national display advertising as the leading morning newspaper.

But, the line rate for display advertising in the Times-Star is only 1.2 times that of the same morning newspaper.

Again—the local circulation of the Times-Star is 1.4 times the combined local daily circulation of both Cincinnati morning newspapers. Yet—

The Times-Star carried 1.9 times as many lines of display advertising as both Cincinnati morning newspapers combined.

But, the line rate for display advertising in the Times-Star is only .66 of the combined line rates of the two morning newspapers.

Think it over, Mr. Space Buyer.

TIMES-STAR

Member of Audit Bureau of Circulations

And old saying and true

Straw No. 5
1925 Series

STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the I's in a single issue.

But there are many lines of high-grade advertising from which The Post receives more advertising than any other Chicago daily paper — morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined — morning, evening and Sunday.

For Straw No. 5 we will take the advertising of heating, ventilating and plumbing. The manufacturers and dealers in merchandise of this kind must look to the home owner, the home builder, and the owners and builders of apartment buildings, business buildings, and manufacturing plants; in other words, to the backbone of the community. That these manufacturers and dealers believe that The Chicago Evening Post is the Chicago paper that is read by this class of people is demonstrated by the fact that they used more advertising in the Post than in all the other Chicago evening papers combined during the year 1924. The figures follow:

POST	100,253 lines
News	54,969 "
American	16,057 "
Journal	11,572 "

These figures are furnished by the Advertising Record Company, an independent audit company.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

**The Chicago
Evening Post**

"Chicago's Best and
Cleanest Paper"

Arbitration Takes a Hand in Foreign Trade Disputes

Ninety-two Disputes Have Been Brought Before the Court of Arbitration of the International Chamber of Commerce

*Washington Bureau
of PRINTERS' INK*

RECENTLY, a manufacturer found that a large quantity of a raw product which he had imported from Holland was not up to sample, according to the terms of his contract with the foreign producer. He promptly notified the producer but the Holland firm refused to accept his statement as to the quality of the goods. The shipment had been paid for and the producer refused to enter into any negotiations regarding a settlement of the complaint.

At this stage of the dispute, there seemed nothing for the manufacturer to do but to enter suit for the recovery of the overcharge. He knew from experience, however, that this would undoubtedly mean a long delay in settlement. He also knew that litigation would involve considerable expense, create misunderstandings and enmity, and cut him off, probably for several years, from a profitable source of raw material.

So both the manufacturer and the producer agreed to settle the controversy by arbitration. The case was presented to unprejudiced authorities and, within a few weeks, settled to the satisfaction of both parties. The expense of arbitration to the American was only about \$26.

This was one of the ninety-two disputes brought before the Court of Arbitration of the International Chamber of Commerce up to March 17, this year. Out of this total, thirty-six were settled, four by arbitration, seven by conciliation, twenty-three by mutual agreement owing to the simple intervention of the International Chamber, and two by another arbitration organization following the action of the Chamber.

This activity is of particular interest at this time, because of the recently announced third biennial

conference of the International Chamber of Commerce to be held at Brussels, June 21 to 27. The meeting will bring together representatives of forty nations to discuss common problems, to consider means of facilitating trade between countries, and to further the adoption and simplification of commercial practices.

According to C. J. C. Quinn, manager of the American Section of the International Chamber, while many and varied problems are handled by the Chamber, none is of greater importance or promise than the prevention of litigation by means of arbitration. The other day, in his office with the Chamber of Commerce of the U. S., in Washington, he explained that suits and legal cases arising out of commercial disputes cost the exporters and importers of the country an enormous sum every year, and that they constitute a demoralizing and destructive influence in the creation of friendly relationships with foreign countries.

VALUE OF ARBITRATION CLAUSE

"The importance of definite contracts in foreign trade," he said, "is generally recognized; but, judging from the large number of international disputes which reach the courts, comparatively few of our exporters and importers know the great value of making an arbitration clause a part of every contract. This practice has been strongly advocated by the International Chamber ever since its organization. As you doubtless know, the Chamber is a federation of representative commercial, industrial and financial interests of about forty different countries, which tries to solve, by common action, the common problems of its members. But our activities are by no means confined to the

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interests of our membership. In numerous instances, particularly those involving commercial disputes, the officials of the Chamber have gladly given their aid and influence to solve the problems of commercial organizations which are not affiliated with us in any way.

"Out of the ninety-two cases brought before the Chamber, forty-four were without result. These failures, in practically every case, were due to the fact that an arbitration clause had not been inserted in the contract between the parties concerned. Frequently, when the clause is lacking, one party to a dispute refuses to accept the offer made by the other party to submit the matter to arbitration.

"In many instances, the plaintiff desires to resort to arbitration in order to avoid the expenses and delays of foreign court action. Legal cases are generally complicated by distance, and by the difference in the laws of different countries. The defendant in a dispute is aware of this condition, and, if he has not contracted to submit disputes to arbitration, and if he is not prompted to act in good faith, he refuses arbitration in order to evade a fair and just award."

The arbitration clause, particularly referred to by Mr. Quinn, was recently rewritten, as a new formula, by the executive committee of the Court of Arbitration, and is more explicit than the former arbitration clause of the International Chamber. Although simple, it is the result of much study, for it is necessary that the wording of the clause lend itself to accurate translation into many languages and conform its meaning to the laws of many countries. It reads as follows:

For the settlement of all disputes in connection with the interpretation or the execution of this contract, the contracting parties agree to submit to arbitration (in accordance with the Arbitration Rules of the International Chamber of Commerce) rendered by one or more arbitrators nominated by the Court of Arbitration of the International Chamber. They agree therefore to accept and execute the decision of the arbitrator or arbitrators.

This clause is equally effective when inserted in contracts covering practically every activity or phase of foreign trade. When the clause is used, it is not necessary, as previously stated, that either of the parties to the contract be a member of an organization affiliated with the International Chamber. All that is necessary is to notify the Chamber that it has been automatically appointed the arbitrator through the use of its clause, and that the nominal cost of the arbitration will be paid according to the rules.

For the purpose of illustrating how the court functions, Mr. Quinn referred to a rather typical case mentioned by a recent confidential report to the members of the Chamber. This case, according to the report, was as follows:

An award given by three arbitrators of the Incorporated Oil Seed Association was recently carried out owing to the intervention of the Chamber. A Dutch firm had purchased fifteen tons of groundnuts in shell, new corn, from a French firm in China through a Paris agent. By a misunderstanding, the Dutch firm received a delivery of groundnuts of the old crop, and the Incorporated Oil Seed Association awarded them an allowance of 3 (three) pounds per ton. The Dutch buyers could not, however, obtain payment of this allowance, as the seller held the agent responsible for the mistake, and vice versa.

The matter was referred to the Chamber. The Commission of Conciliation consisted of M. Edouard Dolléans, Secretary General of the International Chamber of Commerce, and Chairman of the Commission; M. Edouard Bunge, Administrator-Delegate of the Société Batave, Administrative Commissioner for the Netherlands of the International Chamber of Commerce, and M. A. De Lavergne, Secretary General of the Confédération Générale de la Production Française, French Administrative Commissioner at the International Chamber of Commerce. The Commission examined the documents and the correspondence, and proposed that the seller, who still resides in China, should pay his Rotterdam customer the allowance awarded by the first arbitrators, but that the Dutchman should renounce one-quarter of his claim. The seller agreed to this settlement with good grace.

As Mr. Quinn explained, in this case the Commission succeeded in obtaining the personal assistance of the President of the French Chamber of Commerce in China, who was requested to approach the French merchant on the subject of

SCHOOL AND CAMP INFORMATION

This is a genuine offer of service to all readers of *Printers' Ink* who are looking for a school or camp for their children

THE SCHOOL DEPARTMENT of *Harper's Bazar* has been built up, on a basis of service, by finding the right school for the right pupil or, vice versa, finding the right pupil for the right school.

And this same principle applies as well to camps.

It benefits us to get as many inquiries about schools and camps as we can and therefore we are glad to offer this service to every reader of *Printers' Ink*.

If you are looking for a school or a camp for your boy or your girl or, perhaps, for yourself we can find exactly the right one to fit in with

your every definite requirement. Call upon us.

For years we have made a business of gathering this sort of information and it has been gathered in the best way—by personal visits to schools throughout the country and by "throughout the country" we mean "throughout the country"—from Maine to California, from Florida to Oregon.

It is this first-hand, accurate knowledge of schools and camps that we offer you.

Do you mind if we insert one little advertising thought into this invitation? The May Harper's Bazar carries more school and camp advertisers than any other issue of Harper's Bazar has ever carried before.

There is, of course, no charge for this service. So if you are looking for a certain type of school or camp, we urge you to write to

KENNETH N. CHAMBERS Director

SCHOOL AND CAMP DEPARTMENT

Harper's Bazar

119 WEST 40TH STREET, NEW YORK

May 7, 1925

settlement. The Administrative Commission has frequently solicited the aid of local chambers of commerce, requesting them to make friendly suggestions to the parties concerned.

"This moral action," Mr. Quinn continued, "always has had a most happy effect, as the proposals submitted to the two parties in a dispute by the Commission have nearly always been accepted. This friendly and inexpensive procedure can therefore be of great use to international commerce in general.

"In several disputes, the mere statement that the Chamber was about to intervene has sufficed to obtain friendly settlements. In particular, a Dutch firm agreed to take delivery of five tons of cotton waste which it had purchased from a French firm by a contract it had wished to cancel. A Greek firm also consented to take delivery of five tons of paper purchased from a Birmingham firm, after it had attempted to repudiate the order in spite of a sale contract in due form.

"It is one of the principal purposes of the Chamber to promote, by the friendly settlement of disputes, that honesty and fairness in import and export business which alone can inspire the confidence and security required in profitable commercial transactions. This purpose can be wonderfully aided by our exporters and importers if they will govern all of their foreign business dealings with contracts in proper form, and if they will carefully see that every contract they sign carries the arbitration clause."

New Account with Marks-Lund Agency

The Myers-Sherman Company, manufacturer and distributor of Fords milkers, has placed its advertising account with the Marks-Lund Corporation, Chicago advertising agency. National and State farm papers are being used.

Joins Service Engraving Company

T. J. Villeneuve, formerly with the Industrial Advertising Company, Detroit, has joined the photographic sales staff of the Service Engraving Company, also of Detroit.

Filled in Circular Letters May Be Mailed As Third Class

In an article "How Advertisers Will Meet Increased Postal Rates," in PRINTERS' INK for April 16, the statement was made that circular letters can not be filled in with the name and address and mailed at the third-class rate under the new postal law. This misinformation was the result of an interview with one of the officials of the Third Assistant Postmaster General.

Last week it was learned at the office of the Third Assistant Postmaster General that the Post Office Department had either reversed or never accepted this ruling, and that circular letters may be filled in with name and address and mailed at the third-class rate, provided that they fulfill all other requirements and if the letters are identical in text matter. The ruling contained in the tenth edition of "Postal Information," published in 1922, will hold under the new law. This ruling provides:

"Additions to third-class matter—On the wrapper, envelope, or the tag or label attached thereto, or upon the matter itself, in addition to the name and address of the addressee, there may be written or printed the name, occupation, and residence, or business address, of the sender, preceded by the word "from." . . . On the matter itself the sender may place all that is permitted on the wrapper and may make marks other than by written or printed words to call attention to any word or passage in the text, and may correct any typographical errors."

It was pointed out that since the name and address appear on the envelope they may, according to this ruling, be placed on the circular letter; furthermore, that such filled-in facsimile typewritten letters, mailed in quantities of twenty or more, have been defined as "circulars" by an act of Congress.

Spring Advertising Campaign for Eureka Cleaner

The Eureka Vacuum Cleaner Company, Detroit, informs the trade that it will spend \$150,000 in a spring advertising campaign, which has been started. This amount is part of the appropriation of \$620,000 which, as previously reported, would be spent for advertising in 1925. Plans for the spring campaign call for the use of newspapers and magazines throughout the country as well as dealer mats and electros, stickers and colored window hangers. Dealers are urged to take advantage of this campaign to make housewives familiar with the advantage of Eureka cleaners in making spring cleaning an easier task.

New Accounts for Vanderhoof Agency

The W. B. Wilde Company, Peoria, Ill., and Savoly, Inc., Chicago, have placed their advertising accounts with Vanderhoof & Company, Chicago, advertising agency.

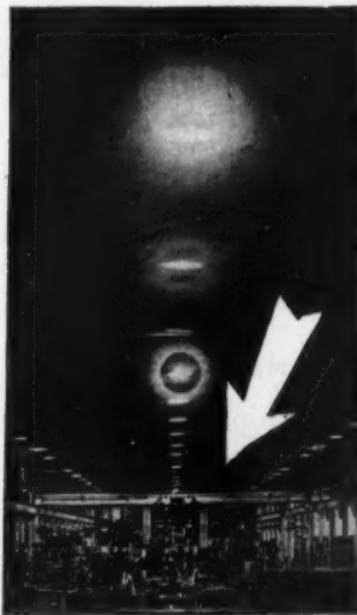
Mr. McKenna Knows!

A manufacturer of safety switches writes—

"I happened to call upon Mr. McKenna, chief electrician of the International Lead Company, East Chicago, Ind., in the interest of our safety switch.

"In the discussion of this switch and of its commercial possibilities through advertising, quite without any suggestion on my part, Mr. McKenna advanced the expression that the most direct and effective channel to maintenance men in industrial institutions lay in the advertising columns of Industrial Engineer.

"As this gentleman stated, your journal is looked for and its entire contents digested by subscribers because of the personal touch conveyed in its



There's a man in this picture you ought to know! He is responsible for the maintenance and operation of electrical and associated mechanical systems in mills and factories. He buys!

An advertisement in Industrial Engineer puts you into friendly contact with 13,500 of these buyers.

editorial and other expressions, especially in the helpful hints so valuable to the man who is on the lookout for operating improvements and short-cuts in his maintenance work."

Mr. McKenna voices the opinion of the 13,500 maintenance men who read Industrial Engineer each month.

INDUSTRIAL ENGINEER

A McGraw-Hill Publication A.B.C.—A.B.P. 7 S. Dearborn St., Chicago, Ill.

DIGNITY

—it is dynamic

REAL achievement is never noisy. Edison does not indulge in conjurors' hokum. The discoverer of insulin is less known than many baseball players.

The blare of trumpets dies with its echoes.

Only a few years ago advertising was considered most effective if its sponsors followed Barnum's ways.

Stunts were considered essential by immature advertisers.

Nowadays, the experienced advertising agent knows that it is advertising itself that is the miracle, not its accoutrements.

* * *

Such men know advertising's tremendous power and use it rightly.

They know its limitations and no longer claim it as a cure-all.

Today's leading advertising counselors are no less keen than yesterday's. In their wisdom they have learned that dramatic results are counted around the cash drawer.

No noisy jubilee is needed in calculating final figures.

* * *

The "advertising game," outsiders used to call it.

Too much chance was associated with it. Pioneer days meant primitive practices.

Like the old sea captain, who used to rush from one end of his ship to the other shouting directions, so the old-time advertising man used to impress largely by noise.

Today, the captain of the largest vessel stays on the bridge and silently presses buttons.

So with today's advertising counselor—he quietly

commands a score of selling forces, calmly sure of their power.

* * *

Facing facts coldly and analytically has replaced old-time frenzy.

Men schooled in experience need not indulge in theoretic surmise.

What may appear a new and puzzling problem to a client may be no problem at all to one who has been through many a campaign. The chief difference between a General and a Cadet is experience.

The advertising man with a treasure house of experience knows how to save time and money. No "surveys" need delay decisive action. Priceless answers can be obtained quickly.

* * *

There are more good advertising agents than ever before, more good writers, more good artists.

The wisest of them all are the quietest. Extra motions they eliminate. Not because the advertising profession is less virile, but because the wise business men no longer want mere gyrations and hectic fervor.

Calm recommendations are the result of experience. Agents with broad experiences have inherited a dynamic dignity.

They analyze problems without distracting gymnastics. They make investigations in a proven way, without a parade. They get results, without speculation.

All this seems simple common sense to us.

The miracle of advertising is that when applied in a common-sense way, it brings magical results.



LORD & THOMAS

NEW YORK
247 Park Avenue

Advertising

CHICAGO
400 North Michigan Avenue

LOS ANGELES
724 South Spring Street

LONDON, ENGLAND
Victoria Embankment

SAN FRANCISCO
225 Bush Street



Prosperity - in CARLOAD LOTS

Farm implements shipped from Minneapolis during January and February totalled 386 carloads. This is 192% more than for the same months of 1924.

Minneapolis shipments of all commodities in the same time were 1,930 carloads more than last year.

Minnesota is an agricultural state. These figures, issued by the Northwestern National Bank, Minneapolis, definitely prove that farmers in the Northwest are buying.

You reach the very best of this market with

THE FARMER
Web Publishing Co., Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

Member Standard Farm Paper Unit

Sales Forecasting That Helps the Manufacturing Department

Keeping Down Factory Costs Is a Possibility, If Manufacturing End Can Place Reliance in Sales Manager's Figures

By a General Manager

THE factory superintendent who is in charge of production in a highly competitive field is constantly confronted with one big problem—that of the cost of his finished product.

It is quite generally said that production has been brought down pretty much to an exact science—that labor has been systematized—that labor-saving machinery can be bought by all competitors—that the cost of raw materials is pretty much an open book these days—in fact, that there isn't much advantage which one good manufacturer has over another.

To a great extent this is true. All the more reason, then, why the production manager who can find an edge—even a small edge—which will give him an advantage in manufacturing cost, is contributing something thoroughly worth while to his company.

Here is the case of a production manager who made use of the sales department's sales quota for the coming year and by proper use of that quota plan was enabled to cut down materially his cost of production, to give a better and more uniform product and at the same time was in a position to give the sales department better and quicker service throughout the year.

For many years the production department had gone along in its own sweet way and the sales department had gone along its road, progressing just about like the normal production department and the normal sales department usually progress. Each one was a healthy, average department in a healthy, intensive, competitive field.

Then the sales department, in order to get a special and in-

creased annual advertising appropriation, went through the process of making a careful market analysis, charting its potential volume for the coming year. This analysis was so complete, so clear-cut, so logical and made such a favorable impression on the board of directors that it produced the desired appropriation.

THE PRODUCTION VIEWPOINT

The production manager, having a place on the board, had an excellent opportunity to study the new market analysis and next year's sales program. When the meetings were over and the plan adopted by the board and the advertising appropriation made available, the production manager went to the sales manager and said :

"Now, Bill, that was a fine presentation you made. Those charts and maps and things are thoroughly fine. You sold the board on your sales quota plan and you have your money with which to undertake the job. Do you yourself really and honestly feel that you are going to live up to that plan and selling schedule? Because if that is really a chart by which you expect to steer the ship next year and on which you are willing to rise or fall, then you're doing a lot more than you counted on. In that case, you will let me cut my manufacturing costs at least a dollar per unit. And if I can cut my costs a dollar per unit, we'll be away under competition."

The sales manager assured the production manager that his sales quota was not merely a goal at which he expected to shoot, but the amount he was organizing to sell. He went on to say :

"If I go over 5 per cent or go under 5 per cent, I'll be satisfied."

That gives me a 10 per cent leeway. That, I feel, is a good safety margin. The way I have committed myself, if I miss the mark by more than 5 per cent, either up or down, then I don't stand much chance to stay with the company another year."

"That being the case," the production manager explained, "if you give me a copy of your sales program, showing your estimated volume by months, I can plan my factory operations for the whole year in advance. I can buy accordingly and I can take a chance on running with a little heavier force the first half year than I would otherwise use, piling up stock that you must move out in the fall. That will enable me to work with a smaller force during the last five months than I would otherwise use. In that way I can count on carrying practically the same crew right through from January to the end of the year. That means a better balanced factory organization, less hiring and firing, and the lowered manufacturing cost which comes from having the same help right through the year. I won't have to go out and hire green help when we come into the rush season."

PRODUCTION AND SALES MATCHED

Now, the upshot was that the sales manager and the production manager sat down together and worked from exactly the same allotments and quotas. The production manager planned his output to match up exactly with the sales manager's sales plans. The sales manager undertook to stick right to that schedule. Occasionally, he took on an extra salesman. Another time, he pulled in a couple of men. Throughout the entire year, a certain amount of advertising appropriation was kept in reserve so that there was always money available for a special advertising drive in any particular month when it was necessary to speed up sales to adhere to the schedule.

Before the year was out, it became a closely watched program,

in which the production department and the sales department worked hand in hand.

The trouble with most advertising and sales managers is that they get all peped up in the fall over what they are going to do the next year. They prophesy all sorts of things. They mean well enough, but when they get into the new year something comes up that they had not figured on and as a result their sales run off at a tangent. The average sales manager never thinks of holding back his volume to fit in with production. If things are coming in with exceptional ease, he never thinks of the possibilities of cutting manufacturing costs by holding back a little and retarding sales activity.

A certain factory was making a household appliance. It ran into an unusually good season. Orders came in ahead of expectations. The factory was badly oversold. The sales manager strutted through the streets of the small manufacturing town with a big black cigar tilted at an angle of 60 degrees. He ranted about the inability of "his" production department to keep up with "his" orders. He overlooked the fact that he was the fortunate victim of circumstances. The production department overlooked the same thing. The financial backers of the factory approved of rush orders for new production. The manufacturing head was told to go ahead and get out the goods regardless of cost. In normal conditions, the article was produced for approximately \$12 f.o.b. factory shipping floor. It sold for approximately \$20 to the trade, and showed a healthy profit. With the nice flush business, the cost, in this case, could have been reduced at least a dollar. The company could have put over a great and glorious year.

But in order to fill the orders, production was increased 20 per cent by forced methods. Green hands were thrown in recklessly. Raw material was bought at reckless prices. Shipments were made by express. A boom spirit hit

WINNING NEW READERS AND HOLDING THEM

It is significant that whenever an unusual news story "breaks," the Chicago Evening American is in much greater demand than any other local afternoon paper. This is because of its reputation for presenting the news more interestingly than its competitors.

The normal circulation* of the Chicago Evening American is, as you see, around 480,000. In February, when Sand Cave held the secret of Floyd Collin's fate, the circulation of the Chicago Evening American averaged 502,145 daily.

Now the important thing is the fact that the Evening American not only gets the bigger break in circulation whenever the public is intensely interested in a story, but it HOLDS a large part of these new readers.

This is proven by the fact that the daily average net-paid circulation of the Chicago Evening American for the six-month period ending March 31, 1925, was 474,230, a gain of 53,000 over the same period of a year ago.

The Chicago Evening American IS a GOOD newspaper. It sells at a 50% higher price than its competitor, yet holds a commanding lead in circulation. And it has held this lead for nearly four years, day in and day out, month in and month out.

CHICAGO AMERICAN

A good newspaper

*Daily average net-paid circulation for
six-month period ending March 31, 1925

474,230

the whole business. Wastes crept in. When the excitement was all over, it was found that costs had climbed to more than \$13 per unit. In order to grab all the business in sight, more men were put on. And the year closed with an increase in total sales of about 20 per cent more than expected, but with net earnings at least 10 per cent lower than would have been the case had the relationship of production to sales and sales to production and costs been more closely watched.

It is almost as bad to oversell a quota as to undersell it.

Another concern had a great streak of good selling fortune. A big quantity of orders came in sight unexpectedly. Regardless of the problems put upon the manufacturing department, orders came to get the goods out. The orders were filled all right, but inside of six months the returns were coming in at an alarming rate. It turned out that the manufacturing department, in trying to outdo itself, had slipped in quality of workmanship. The long overtime hours at which the men worked resulted in a correspondingly lowered quality of work. If that sales department had been working in harmony and understanding with its manufacturing department, the company would have wound up a fine, wholesome year, showed a good profit and found itself in a position to go into a new year of added success. But in this case, a total disregard by the sales department of what the manufacturing department could reasonably do, resulted in too much pressure being applied to the production machinery.

A good sales quota is a splendid plan. Too few sales managers appreciate how much good can be done with a well worked out plan, carefully developed, properly conceived and then properly financed. But not one sales manager in a dozen knows how much added good he can accomplish for his house if the sales and produc-

tion are properly co-ordinated. And there is no use sparing the factory superintendent in this, either. Nine factory superintendents out of ten look upon the sales department as a collection of joy riders that patronize the trains and upon the sales manager as a hot-air artist who makes wild statements and lavish promises to customers.

It may be that years ago a sales manager was selected because of his ability to spout hot air and tell stories faster than any other man in the organization. But that time is long past. Sales management today is becoming such an exact business that it calls into play every other department of the business, and especially the production department.

WHAT THE TREASURER CAN DO

There is another end of the business which can stand for a lot closer understanding and that is the relation between the financial department and the sales department. I know the treasurer of a concern doing around ten million dollars a year who was able practically to do away with the need for bank loans and outside financing because he got together with the sales department and figured out about how his collections would come in if the sales department lived up to its quotas for the year.

In this particular case, the close understanding between treasurer and sales manager resulted in the treasurer keeping on his desk at all times a copy of the sales quota for the year, by months. He had a good idea in advance how he could expect his money to come in.

And the sales manager, knowing that the treasurer of the company was trying to do certain things, dependent upon the sales program being carried out, was unconsciously just that much more careful to adhere to his program. It is said that that house saved several thousand dollars in interest during that first

How The Detroit News Helps Sell Coffee



TO sell coffee in Detroit, the grocers agree, you must reach the home dwellers through the one paper that covers the whole field thoroughly—The News.

A recent survey among 150 grocers brought out these interesting facts:

The coffee considered first in point of sales by a majority of the grocers has been advertised consistently in The News for 15 years.

The coffee voted the second best seller has been a consistent user of News advertising for 10 years.

The third best seller is an exclusive user of Detroit News advertising as is the fourth best seller.

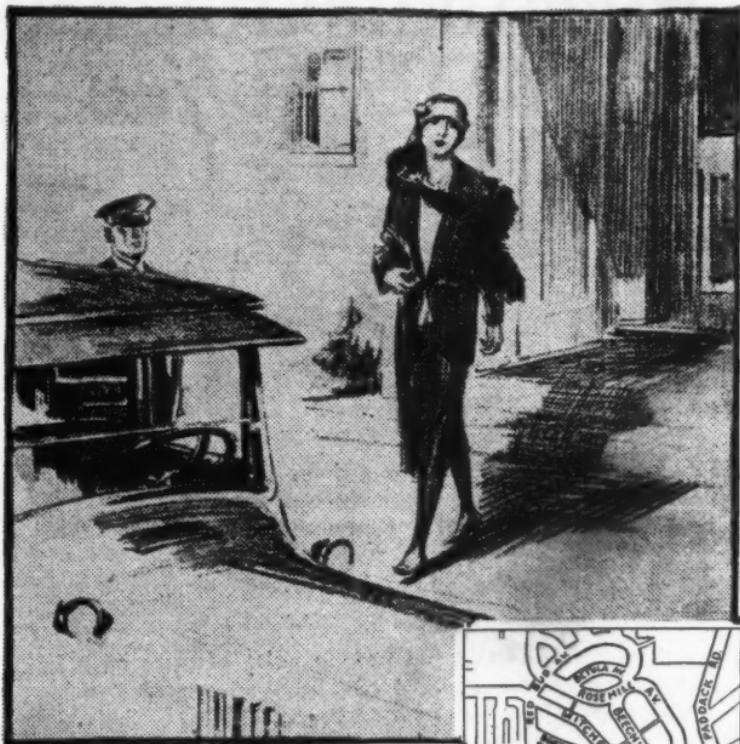
The next five coffees in sales are advertisers using the bulk of their appropriations with The News or else using The News exclusively.

Manufacturers of food products will find no medium so productive of results in the Detroit field as The News, for no other medium reaches so many of the home folks of Detroit. In the local trading territory The News has 100,000 more circulation than the second advertising medium.

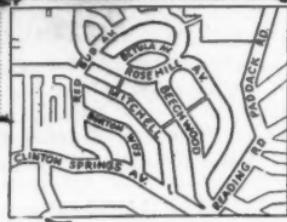
The Detroit News

Greatest Circulation Week Day or Sunday in Michigan





In the Rose Hill section of Avondale,
shown here, are 349 homes. Into this
district go 321 Daily Enquirers.



Advising Mrs. Avondale

L. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI
"Goes to the home,

N.B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

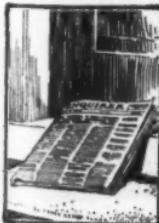
THE homes are large and the streets are wide and the lawns are well kept, out where Mrs. Avondale lives. There is leisure and comfort. There is also discriminating knowledge of fine wares and able services.

Very naturally, Mrs. Avondale takes an intelligent interest in the affairs of the day. And in the vital service of information, she insists upon the same standards of quality that she applies to other affairs of life.

Such a standard she has found in The Daily Enquirer.

Hence, when capable counsel is needed on modes or on menus, on entertainments or travel or investment, or any one of a thousand details of living, she turns with confidence to Enquirer advertising.

If you feel, Mr. Advertiser, that you have something of interest to offer Mrs. Avondale and other women of her type—buyers of the best—remember there are 2,219 residence buildings in Avondale, and that 2,636 Enquirers go out to them every morning!



ENQUIRER
stays in the home"

year of close co-operation between the treasurer and the sales manager.

It might well bring us to this conclusion: The sales quota for the year is not something which should be entirely the work of the sales manager. It must not be considered as the goal for the new year. It must be made into a much more exact plan, upon the proper carrying out of which much of the financial success of the year depends. And instead of the sales quota being the personal and private property and undertaking of the sales manager, the making of the quota should be the joint undertaking of the man who must finance it, the man who must make the goods and the man who must get the orders in. When those three men get together on a program which is considered reasonable and sound and possible of attainment, then the sales program takes on new dignity and new importance and not only serves as an incentive for the salesmen, but as a definite help to production and financial departments to the end that larger profits may be shown.

New Account with Goulston Agency

The Halford Company, Sommerville, Mass., manufacturer of Halford Worcestershire Sauce, has appointed the Goulston Company, Inc., advertising agency, Boston, to direct its advertising account.

Made Advertising Manager of "Candy Jobber"

Frank Jacobson, formerly production manager of the Boyles Candy Publications, Chicago, has been appointed advertising manager of the *Candy Jobber*, one of the Boyles' group of publications.

Now Dartmouth Press, Inc.

The name of the Hunter Printing Company, Inc., New York, has been changed to Dartmouth Press, Inc., since William Hunter is no longer associated with the company.

Autographic Register Appointment

Autographic Register Systems Limited, Montreal, Canada, has appointed Frank D. Beraghty as managing director, succeeding A. G. Pierce.

A. H. Jaeger Heads Chicago Sales Managers' Club

A. H. Jaeger, manager of the appliance division of the Edison Electric Appliance Company, Chicago, was elected president of the Chicago Sales Managers' Association at its annual meeting which was held last week. Other officers elected are: First vice-president, H. W. Kempnich, general sales and advertising manager, Shipman Ward Manufacturing Company; second vice-president, W. L. McCasky, secretary and sales manager, Cole Manufacturing Company; secretary, W. H. Dennison, R. J. Richards & Company, and treasurer, George W. Van Cleave, secretary and sales manager, The Northwestern Terra Cotta Company.

The new board of directors of the association includes: Charles A. Steele, Page Belting Company; E. F. Chambliss, A. G. Morse & Company; George W. Gaidzik, The Bi-Flex Corporation; Arthur B. Rice, The Arthur Rice Press; Henry C. Dosch, Electrograph Advertising Service; E. H. Eggleston, Chicago Portrait Company, and A. G. Taylor, National Salesmen's Training Association.

O. J. Vogl with Joseph & Feiss

Oscar James Vogl, for the last three years a member of the executive staff and sales promotion manager of the Kaufmann & Baer Department Store, Pittsburgh, has been appointed merchandising counsel of The Joseph & Feiss Company, Cleveland, maker of Clothcraft Clothes.

H. E. Jordan Joins Radford Publications

H. E. Jordan, formerly secretary and treasurer of Earle S. Barber & Company, Chicago advertising agency, is now associated with the Radford Publications, Chicago, publisher of *American Builder* and *Farm Mechanics*.

Appoints Philadelphia Agency

The de Laski & Thropp Circular Woven Tire Company, Trenton, N. J., manufacturers of tire making machinery, has placed its account with the Broomfield-Hancox Company, Philadelphia advertising agency. Business paper and direct-mail advertising will be used.

Opens Art Studio at San Francisco

Otto Hesemeyer has opened a commercial art studio at San Francisco. He had been with the Schmidt Lithographing Company, San Francisco, for the last seven years.

The Fafnir Bearing Company, New Britain, Conn., has placed its advertising account with Rickard and Company, Inc., New York advertising agency.

1925

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May

May 7, 1925

PRINTERS' INK

**Good
Hardware**
*Should have a
leading place
on any
Hardware
List /*

(J) 0000
PRINTERS' INK



THE officers and directors of the General
Advertisers Association cordially invite the members of their
friends who will be present at the exhibition
of Outdoor Advertising Art on view in the hall of the
American Museum of Natural History, New York City,
from April 15 to May 15, 1928.

550 West 57th St.
New York City

General Outd
ver



Genesee Advertising Company, Incorporated,
of the United Advertising Clubs of the World and
ent a special Convention to visit their exhibition
in the Royal Auditorium from May 10th to 14th.

Outdvertising Co.

Branch Offices
in 52 other cities

May 7, 1925

A Market—

peculiarly appreciative and responsive to the appeal of better things—is afforded the manufacturer of merchandise entering into the construction—decoration—furnishing—or equipping of better-class homes, through COLOR INSERT PAGES or AQUATONE PROCESS INSERTS in

THE CLASS GROUP

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE & HOME BUILDER

HOUSE BEAUTIFUL

Walter L. Mallikan Inc.

565 Fifth Avenue

New York

Boston Office, 194 Boylston Street

Travers D. Carman, Mgr.

Western Representative, Fred H. Ralston Co.
17th Floor Tribune Tower, Chicago

1925



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Wanted—More Three-Letter Words

A Plea for Simplicity in Copy

By Humphrey M. Bourne

Advertising Manager, H. J. Heinz Company

SIMPLICITY in advertising has more to do with the printed message—the copy—the last word in the advertising plan. If it fails, all fails.

So please let me open with the advertising man's prayer.

"O Lord, make me short on words and long on ideas."

Elbert Hubbard used to say: "The copy's the thing." However fine the product, clever the merchandising plan, shrewd the advertising committee, well selected the medium, if the copy doesn't measure up, then the rest tumbles, like a row of dominoes when the end piece falls.

It is so easy to discuss advertising abstractly without having due cognizance of advertising policies. The thing to be sold may be one of many: good-will, confidence, service, the institution, or a definite article at a definite price. Yet, whatever it is, that thing, so far as the advertisement is concerned, is the product, and the copy should set out to sell it.

And that calls for the finest kind of simplicity — the straightest line between the writer's selling thought and the reader's buying interest. It must picture it well, tell it simply, and make them want it.

Good advertising isn't hard because it has to be hard, but because it must be simple.

No advertisement can serve five masters. It must decide quickly to sell one of five things:

The artist. The writer. The engraver. The typographer. The thing advertised.

Take your choice.

If it is a work of art, and nothing else, it isn't a good advertise-

Extracts from an address delivered May 7, at Chicago before the semi-annual meeting of the Association of National Advertisers.

ment. If the selling message is lost in admiration for the writer's style, it isn't a good advertisement. If some bizarre engraving effect comes between the eye and the message, it isn't a good advertisement. If the typographical arrangement tries to outshout the message, it isn't a good advertisement.

But if the advertisement starts out to sell something and keeps on selling it while being helped by the other four factors, by reason of their very unobtrusiveness—then you have an advertisement, for before all else an advertisement is intended to sell what it advertises, and not the mechanical elements that comprise it.

That, you will say, is obvious, elemental, the taken-for-granted rule of advertising.

But the truth obvious is too often disregarded. The simple rules which gave advertising being are too often threatened by the smothering influence of abstract ideas, writer's ego, and a far-fetched style which would never stand the across-the-counter selling test.

Advertising isn't something to play with. It is something to work with, and to work hard with. We can wander as we may from the path of simple, straight-from-the-shoulder copy, but the longer we have to do with advertising the more certain do we find ourselves returning to the time-tried simple effectives.

If many a full-page advertisement were written with the same painstaking care, and lack of unnecessary, fanciful trimming, as the sixty-line mail-order advertisement which must go out into the cold world and bring back its cost many times over, there would be far fewer "clever" advertisements, and many more sales.

The first thing, then—does it

survive the page-turning test?

We're a quick-thinking, quick-eating, quick-talking, quick-reading nation. We see so much advertising everywhere that we're not hunting it with a microscope. If we can't take it in at an eyefull then we don't take it in.

The picture should tell the story. The headline should dramatize it. The copy should explain it simply and effectively.

Yes, people will read a long message when it is really necessary to tell it. Simplicity doesn't argue against that. But the advertisement should first "bulls-eye" something so that when a legion of page turners see only the picture, the name of the product and an active headline, then the advertisement and the message will have registered.

Tell as short or as long a type story as you like, but let the display deliver a message that the page turner will get. Otherwise it is literally lost in the shuffle.

When it stands the page-turning test the advertisement has a good flying start. If it doesn't, then all the horses and men of the King's English won't rescue it.

Then the headline:

The picture may be the shop window of the advertisement; but the headline is the shop entrance. The window attracts them. The headline is the way in.

If it takes an hour to write the advertisement—spend another half-hour on the headline. That may sound trite; but a headline well thought out, gets over.

A good headline is half the battle. Lazy headlines are hazy headlines.

A headline that shouts without saying anything is like a loud speaker in a deaf and dumb academy. A headline that plays on words instead of making them work is like a man in a treadmill.

Plays on words put few selling ideas to work. And, remember, you're paying about twenty times as much for headline space as you are for text space. You must boil your idea down and then serve it up so that readers will like it and come back for more.

Then comes the message proper.

Here simplicity must rule, or the finest ideas will go galley west.

One of the greatest leads in copy, as in editorial writing, is the reference to experience.

Brisbane, I think it was, said that the most effective editorial is one that tells readers something they already know.

A man may believe you when you tell him something he doesn't know; but he's doubly convinced when you tell him something he *does* know, and will react to it accordingly.

Eversharp made its point by referring to the experience of writers with pencils without a point. Rubberset by referring to the experience of shavers with bristle-shedding shaving brushes. The self-filling pen to the experience of those with ink-scattering pens. Safety razors to the experience of men who couldn't shave at all with the old style razor, or couldn't shave properly.

Reference to experience, adroitly handled, has a double edge. It sells the prospect on the thing you're advertising, while unselling him on the thing he's now using.

And that's important. You may sell him on the thing you're advertising, but if you don't unsell him on what he's now using, you're interesting him but not convincing him.

Say it humanly—say it simply—say it convincingly. Bring the reader's own experience to your aid and he'll bring his buying inclination along with it.

One reference to experience makes your readers kin—they warm up to it like a brother or sister—and no pocketbook ever opened to a cold, abstract appeal.

Keep the message alive.

We've all visited a lumber yard and heard the droning of the buzz saw, when, suddenly, ZIPP—CRASH, the saw rang all over the yard and we listened in afresh. That was the roughage in the log; the knot that relieved the monotony by sounding a new note every so often.

So, keep the roughage in the copy. A sentence that brings the attention up with a jerk is better than one which puts it to sleep



First!

IN the month of April, the following twelve stores used 258,915 lines of advertising in THE EVENING WORLD, a gain of 81,980 lines over the corresponding month last year:

B. Altman & Co.	Arnold, Constable & Co.
Bloomingdale Brothers	Bonwit, Teller & Co.
Gimbel Brothers	Lord & Taylor
Oppenheim, Collins & Co.	Saks Herald Square
Saks Fifth Avenue	Franklin Simon & Co.
Stern Brothers	John Wanamaker

This is by far the largest gain in department store advertising in the evening field, and gives THE EVENING WORLD a gain from this group of stores of more than 400,000 lines for the first four months of the year.

The Evening World

MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES

with studied rhythm and feathered words.

A successful salesman is successful because he sustains the interest in what he is selling. A new tack here. A rising inflection there. A different appeal to reason and the prospect finds himself listening in with new interest.

Successful mail-order copy never sleeps. There isn't a yawn from headline to coupon. It gets and holds attention and stirs the reader into action.

Don't make the advertisement ashamed of being an advertisement. All the clever writing in the world wouldn't fool anybody on that. Set it to work and keep it working. Never mind if the boys at the round table don't call it "a clever advertisement" as long as the returns say it is.

Keep the roughage in and the ego out. Too much smoothness and so-called cleverness have killed millions of dollars' worth of advertising. Don't sing them to sleep with your story. Keep them awake with your message. Lullaby copy sells only itself.

I have wandered back over some old time-worn paths. Yes, but the thing about these good old paths is that we're too inclined to forsake them for new roads which so often lead up blind alleys or into deep ditches.

I love the word "simplicity" as applied to advertising. Many a time in my early advertising days did I turn to the dictionary for some new, difficult word to build a message around. Now, I'm more inclined to see if there isn't some well-known word of less than four letters that expresses it.

And, there, by the way is a job for some bright publishing house—to produce a dictionary of three-letter words for advertising men.

Don't make it clever; make it simple. If you make it simple you make it double clever.

Advertising isn't hard because it has to be hard, but because it has to be simple. That's the really difficult part for the advertising man, and the easy part for the reader.

Chicago Advertising Golfers Plan Tournaments

The Chicago Advertising Men's Post of the American Legion held its first annual golf meeting at a luncheon last week. David Shillinglaw, commander of the post, outlined the program for the summer.

One full day tournament will be held every month with prizes for the scratch golfer. There will be about 100 players taking part in the tournaments.

Steamship Account with Honig-Cooper

The Oceanic Steamship Company, San Francisco, which operates the Spreckels Line, has appointed the Honig-Cooper Company, Inc., San Francisco advertising agency, to direct its advertising account. A national newspaper campaign is planned, featuring round-trip tours to Australia and the South Sea Islands.

F. G. Erskine Joins Cone, Hunton & Woodman

Frank G. Erskine has joined the New York office of Cone, Hunton & Woodman, Inc., publisher's representative, New York. He is the son of Frank L. Erskine, advertising manager of the W. L. Douglas Shoe Company, Brockton, Mass.

Sales Report of Peerless Motors

Net sales of \$15,491,596 are reported for the year ended December 31, 1924, by the Peerless Truck & Motor Corporation, Cleveland. This compares with \$21,000,000 in 1923. The company carries its patents and goodwill at \$1.00.

National Acme Advances

J. I. Burgess

J. I. Burgess, for the last two years with The National Acme Company, Cleveland, as a sales representative in Western New York and Pennsylvania, has been advanced to the position of purchasing agent.

R. J. Campbell with Chicago Art Service

Robert J. Campbell, formerly with Erwin, Wasey & Company, Chicago advertising agency, has joined Bierman, Strouse & Bohnert, Inc., advertising art, of that city.

C. H. Cottington with N. W. Ayer

Charles H. Cottington, who has represented Ignatius W. Sahula, Chicago, in the free-lance art field, has joined the art staff of N. W. Ayer & Son.



Cash and Carry—in New Orleans

The chain grocery system having the greatest number of units in New Orleans—51 stores—used 55,404 agate lines of display advertising space in The Times-Picayune from January 1 to April 25, and not a line in any other New Orleans newspaper.

The system having the next largest number of units—24 local stores—used 24,623 lines in The Times-Picayune during the same period, as compared with 2,166 lines in the second paper and 360 lines in the third paper.

Advertisers on the ground, and who check results, know that The Times-Picayune is without competition as the great home newspaper of New Orleans, and gives outstanding returns on investment in space.

The Times-Picayune
FIRST FOR THE SOUTH

"First in the South's First Market"

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles

Advertising That

*This is why Colgate & Company use
the All-Fiction Field:*

Their campaign in the magazines of the All-Fiction Field is real dealer advertising. For this very good reason:

Of the 48,000 newsdealers who sell All-Fiction magazines, 16,000 are druggists. Many of their own best customers buy these magazines in their stores.

Just think what it means to have the advertising of the Colgate Products appearing in the same magazines which these customers buy regularly in 16,000 drug stores. That's certainly a wonderful combination for sales and profits.

2,575,000 Circulation

All-Fiction Field

Magazines of Clean Fiction

Follows Distribution



\$3,400 a Page

All-Fiction Field

Read By Everybody—Everywhere

Advertising needs
less stunt thinking
and more straight
thinking.

**McJunkin
Advertising Company**

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

"Our Price Is Not Too High"

Arguments Successfully Used by Salesmen Selling Quality Products

By Walter R. Neisser

Advertising Manager, Rice-Freedman Corporation, Milwaukee

THREE are two objections to the "quality product" most frequently advanced by the merchant and very seldom properly answered by the salesman.

The first objection can best be stated in the words used by a retailer when approached recently by one of our salesmen.

He said:

"Your line of sheepskin coats looks fine, Johnson, but I must sell sheep coats at lower prices than I can afford to sell yours. They are worth what you are asking for them, mighty good merchandise, and well made. But there's no use talking, my customers expect to pay not over \$10 for short coats and not much more for the longer ones. You know I can't afford to sell any of yours at that price."

The other objection is reported by our salesman in this fashion:

"I had a good talk with Robertson, of Chandler & Company. He liked our line, said it was worth what we were asking for it, and that it was better than X's line. But he insisted he could sell X's stuff for the same price and make more profit on it."

Time and again, salesmen come in with the story of a desirable retailer who recognized the quality of our merchandise, admitted that it was priced fairly, but refused to handle the line for one of these two reasons. The question of "how to sell the quality product" comes up at almost every sales discussion. For the purposes of this article we might define the quality product as any article made better than the average in its line and priced accordingly. With a quality product there is no possibility of competing on a price basis alone.

To sell such a product, the salesman needs more than a working knowledge of the line and the usual general and hazy

ideas about merchandising. There are really three types or classifications of information which he must possess. These may be described as follows:

1. He must understand the retailer.
2. He must understand the specific service his product will render.
3. He must know the particular features of his product which make it especially suited to render this service.

Now I am not expecting a salesman to attempt to sell the higher price product to the average hard-shelled, hard-headed, practical retailer, by giving him a lot of theoretical arguments on merchandising. With this information in the back of his mind, however, the salesman knows where he wants to get and how to get there.

Take the dealer who has just objected: "Yes, your product is worth what you are asking for it, but I can't sell it for more than \$10." What is your salesman going to say?

THIS IS A GOOD REPLY

Here is how one of our salesmen might reply:

"Mr. Billings, do your customers come in expecting to buy just this kind of a coat and pay \$10 for it? Of course they don't. Back in their minds they still remember the sheep coat they bought at pre-war prices. When you tell your customer this coat is \$10, is he going to feel that he is buying a bargain from you? Of course not. He is not coming to your store for bargains. If he wanted them he'd go to the cut-price store around the corner. He is going to think he pays a high price whether he pays you \$10 or \$12, and takes pride in being able to buy from a store like yours. But after he has worn

this \$10 coat you are talking about for a few months and the button-holes pull out, and the outside shell begins to wear, and he's found that the sheepskin lining isn't long enough to protect him in the small of his back, is he going to think, 'Well, I paid only \$10 for this coat. What can I expect?' Of course he's not." And then our salesmen immediately jump in to show what our coat will do for the consumer month after month.

Painting pictures — that's the salesman's business.

Another example. I was in the smoker one day talking to a good salesman. He told me of just getting a big order from the proprietor of a well-known, high-class store in a nearby small city.

"But I thought that man was such a close buyer, and I know your line is higher priced than the average," I said. "How did you do it?"

"Well, you see, it was this way," he replied. "He liked my stuff, and admitted it was good, but he didn't think he could get his price on our goods, and besides, he could make more profit on B's line."

"That's a pretty hard argument to beat. What did you do?"

HE FOUND A VULNERABLE SPOT

The old-timer smiled. "I had heard a lot about that man, and as soon as I saw him, I knew that he was just as proud of his store and his high-class trade as any merchant in the country. I knew, too, that he liked to sell really good merchandise that he could be sure would satisfy his customers. But you can't talk to a man like that without hanging your point on some example that gets home.

"All I had to do was to appeal to his pride in his high-class store, blue-blood customers, and fancy-priced merchandise. Then it would be easy to show him where our line fitted in. I looked around for an opening.

"In the front of his store he had a big bargain table with all sorts of close-outs on it that he was selling pretty cheap. There was a big crowd around it. I

said to him, 'Mr. Vale, you certainly are unloading a lot of merchandise there. Who buys that kind of stuff from you? Most of the people up there in front are your regular customers, aren't they?'

"My regular customers! I should say not! My customers don't look like those bargain hunters. I can't build up a beautiful store like this on profits made from that class of trade. My trade knows I give them the right stuff, and they are willing to pay for it."

"I had him on the run then—picked up the most expensive garment in my line, and showed him that it appealed to just the kind of customers he wanted to get in his store. I didn't have to talk price any more that day."

One of the simplest, most logical methods of meeting the objections in question was outlined as follows by a salesman who claimed that he used it constantly:

"As soon as the merchant admits that my product is better than the one he is carrying and worth what we are asking for it, I get on his side of the fence at once. I talk to him along this line:

"You are probably right, Mr. Jones. You may need some of these cheaper coats to meet competition and to satisfy some of your poorer trade. Smith & Co.'s coats look pretty good to me at the price. I'd buy a few of them. But, of course, they don't take the place of our coats at all."

"In other words, I've sidestepped his objections and I've not insulted his judgment. At the same time, I've gained his confidence by advocating the purchase of the other line.

"Now it's up to me to show where my line comes in. I begin with a specific number; show him where it appeals to a different class of trade from the line previously mentioned; show him where high quality, branded merchandise like mine offers a chance for longer profits than the ordinary line carried by a dozen stores in town.

"It all goes back to getting the

"**L**ET'S see,
What do we mean
By coverage?"

That's the title
Of a brand new
Brochure
Published
By,
For,
And in the interests of
The American Weekly Magazine.

There's a copy
Awaiting your address!



The American Weekly

A. J. KOBLER, Mgr.

9 East 40th St., New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American	Chicago—Herald and Examiner
Boston—Advertiser	Seattle—Post-Intelligencer
Washington—Herald	San Francisco—Examiner
Atlanta—American	Los Angeles—Examiner
Syracuse—American	Fort Worth—Record
Rochester—American	Baltimore—American
Detroit—Times	San Antonio—Light
Milwaukee—Sunday Sentinel & Telegram	

"If you want to see the color of their money—use 'color'." A.J.K.

retailer to see the profitable possibilities of one number after another. But when he makes a general objection to the line because of the higher price, you must meet this first. At best you can do one of three things:

"Disregard the objection entirely and keep right on talking. This I find useless.

"Browbeat the retailer into admitting you're right by sheer logical argument. This is difficult, dangerous, and often ends in a fight.

"Sidestep the argument, as I do, and get right back to your specific merchandise as soon as possible. This is simple, and above all, the natural thing to do."

I once asked a salesman carrying a quality line what he did when he came to a new town, tried to open an account, and ran into objections to the price of his product.

"First of all," he said, "I look over the field, decide which is the best store, second best, and so on. Then I go into the best one, and usually, in my territory, run into A's line carried complete and firmly established. Then I go to the second best store and find a cheaper line in every way, competing with A's line in the first store. The second merchant may, and usually does, admit that my line is good and priced right, but objects to carrying such high-price goods.

"I say: 'But your competitor down the street is doing a whale of a business with A's line, which is every bit as high as ours and not a bit better, if as good.'

"Then I show him where his competitor is going after the profitable high-priced business which the second retailer cannot hope to attract with the line he is carrying. Next, to get him started, I usually try to induce him to put in a few of our numbers right along with his regular low-priced line. All along, I appeal to his jealousy and admiration for his more successful competitor and try to show him that he, too, can gain the profit and prestige to be gotten from high-grade branded merchandise."

A very simple method of meeting the price objection was brought to my attention recently. When this salesman entered a prospect's store, he immediately made careful note of high-priced, branded merchandise carried in other departments. Then, when the merchant objected to the high-priced line the salesman was selling, the latter pointed out that in many other departments of the store this merchant was displaying equally high-priced lines in men's apparel.

"In other words," this salesman said, "if a merchant can sell Kuppenheimer clothes, Munsingwear, and Manhattan shirts in his store, he has just the kind of trade that wants my kind of merchandise. If a dealer carrying some of these lines recognizes the high quality of our goods and seems satisfied with our prices, it does not take me long to show him where our line fits into his store."

A SENSIBLE COMEBACK

Another salesman, when approached, did not consider the problem so easy. He said, "When a dealer admits my line is good and priced right, but refuses to buy, either because he thinks he cannot get the price for my goods or because he can sell an inferior line for just as much as mine, I disregard his objection. I pick up certain numbers and keep right on pointing out one feature after another and try my best to get him enthusiastic.

"Sooner or later he'll repeat his objection. Then I get down to facts like this.

"Mr. Frank, you've been in business here twenty years or more, haven't you? In that time you've made a lot of friends who come to you regularly and rely on your judgment. They expect you to give them something that provides the utmost satisfaction. Now here's something that will look better, feel better, and last longer than anything else they can get in this town. Long after they've bought it from you and forgotten what they paid for it, they'll still get pleasure out of



"Our picture used on April 5 (upper left on page reproduced here) brought more direct returns than any single advertisement ever used in a newspaper medium.

"Carlat Booties Co."

(From a signed letter.)

A pleasing and meaningful indorsement is given the Journal-Post's beautiful Gravure Section in its bi-weekly "Fashion Page" advertisements.

For this feature, prominent members of the Junior League pose for the various retailers, showing in a charming manner the qualities of the article or service.



An unusually well-edited feature always, the Journal-Post Gravure offers exceptional advantages to the advertiser. It offers full position (next to pictures) and an *exclusive Gravure circulation* in the big 700,000 population area truthfully called the "Heart of America."

*You Can Dominate the Kansas City Market in
Kansas City's Only Gravure*

Kansas City Journal-Post

VERREE & CONKLIN

New York

Chicago

Kansas City

Detroit

San Francisco



EDWARD N. HURLEY

former chairman of the
U. S. Shipping Board,
has one rule for all
business men:
"Stick to the one thing
you can do best."
That goes for farming
as well as for industry,

he points out in an article written for

The COUNTRY GENTLEMAN

In the same issue—
this week's—read

"Where Farming is an Art", by A. C. D. deGraeff,
Minister from the
Netherlands;

"Money Talks", by Bishop
William P. Remington;

"Six-Legged Airplanes", by
Dr. Woods Hutchinson

Advertising and sales managers who are interested in reaching *more than 800,000 additional Curtis-picked circulation* should read these articles in the May 9th issue of *The Country Gentleman*.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

owning it. Take this number, for instance."

"And then I pick up a certain style and start in selling it all over again."

During the last two years, selling in many lines has become more and more a matter of price. In order to meet this situation, a manufacturer of merchandise similar to that in which I am interested, adopted a very effective selling plan. I believe it worth outlining, because it can be quite easily applied to any line in which units are more or less standardized.

**THESE SALESMEN MADE DRIVE ON
QUALITY LINE**

In this case, the manufacturer built his regular line of full cut, carefully trimmed and proportioned sheeplined coats. In addition, he offered to the trade a line of cheaper coats patterned after cheap competing lines. He could not meet competing prices even on these coats, because he continued to use standard materials and regular, well-paid operatives, but he managed to get this "sub-standard" line, as he called it, well below his regular line. At the annual sales convention these coats were held up to the salesmen as "horrible examples," and carefully compared with corresponding coats in the regular lines.

While the cheaper coats were not cut on skimpy, ill-fitting patterns, nor made of unreliable materials, it was pointed out that the sheepskin lining ended eight inches from the bottom of the coat instead of two inches as in the regular line—a big saving in footage of sheepskin, and a consequent loss of protection to the wearer. The collar was shaved down, the pocket lining was cheaper, detail after detail was cheapened in order to hold down the cost of the garment.

Before he left on his trip, each salesman understood clearly that while the coats in his "sub-standard" line looked like the ones in his regular line and were made of standard materials of which the manufacturer was not ashamed, they offered much less comfort

and wear at a disproportionate difference in price.

The salesmen were allowed to sell these coats, though on a smaller commission and only in conjunction with a fair proportion of the regular line. The results were:

1. Salesmen were forearmed against price competition and used their cheaper line as a "horrible example."

2. They knew so thoroughly the difference between the regular line and the cheaper article, that it was easy for them to make retailers also see the difference.

3. At the end of the year, while a comparatively small quantity of the sub-standard line had been sold at little or no profit, sales in the regular lines had actually increased, and price competition had been met with its own weapons.

There are two conclusions that can be drawn from the foregoing examples.

As the last one clearly indicates, to be really successful, the selling of quality merchandise must be planned by the sales department and not by the salesman himself. The campaign must be laid out long before the first mileage book is purchased.

It will also be seen that in all these examples the salesman uses his answer to the objections as a stepping-stone toward the selling talk on some specific article in his line. In other words, there is no Open Sesame to the barrier raised by the price objection. In the instances quoted, each salesman used his understanding of human nature, and the retailer in particular, to answer the objection. Each one also relied upon his knowledge of his product and its adaptability for specific service to clinch the sale.

**Pacific Coast Campaign for
Clorox**

The Clorox Chemical Corporation, Oakland, Calif., has appointed MacGibbons & Watson, advertising agency of that city, to direct its advertising. Plans call for the use of newspapers in a campaign which will be conducted in a number of large cities on the Pacific Coast on Clorox, a liquid product for cleaning, washing, etc.

, 1925

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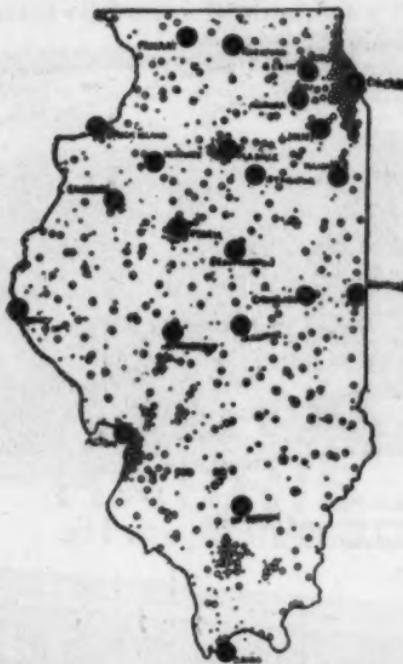
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Where is Your Market in Illinois?



ILLINOIS was selected as a typical state for an analysis—just published—of Primary and Trading Center Markets. Particular application is made to the footwear and radio fields, but the facts apply with equal force to other industries.

This survey shows where the greatest selling and advertising energy should be exerted to secure maximum results at minimum cost.

A copy will be mailed upon request.

Address Advertising Department
Hearst's International - Cosmopolitan
119 West 40th Street, New York, N. Y.

Offset Advertising SAY

DIRECT by mail advertising, produced OFFSET,
is looked at, studied, and kept.

It is individual—it merits the individual attention
it gets.



*Illustrations taken from
a series of blotters produced OFFSET
for The Gulf Refining Co.*



Produced on a HARRIS Offset Press.

SAYS Where it is SEEN

Offset blotters, for example, stay on top the prospect's desk — they are brilliant and ornamental as well as useful.

Folders, booklets, hangers, cut outs, inserts for publications, are just as individual when produced offset. Art reproductions and general effects are beyond comparison.

Produce it OFFSET, whatever it is, and get one dollar's worth of advertising influence for each dollar you spend.

Call In an Offset Salesman

Phone the nearest lithographer who operates offset presses. Let their salesmen quote on your next piece of direct by mail, or your next blotter or series of blotters. If you wish it, these offset specialists will design various pieces for you and handle them completely.

Published in the interests of More
Effective Advertising by The Harris
Automatic Press Co., Cleveland, Ohio,
manufacturers of

HARRIS
offset  presses

MIRROR LAKE
MOUNT RAINIER



May 7, 1925

THE
ERICKSON COMPANY
Advertising

381 FOURTH AVENUE, NEW YORK



If you want to know about our work,
watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
BONDED FLOORS
TAO TEA BALLS
NEW-SKIN

What we've done for others we can do for you.



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Silk
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Round Two in Fight Against House-to-House Salesmen

Instead of Rushing to Legislative Halls the House-to-House Salesman's Competitors Are Now Beginning to Use Constructive Advertising

IN an article outlining the merchandising policies of the Real Silk Hosiery Mills, of Indianapolis, which appeared in the August 24, 1922, issue of *PRINTERS' INK*, it was predicted that the hosiery manufacturer distributing through ordinary retail channels would soon have a real problem to whip. This has proved to be true. The Indianapolis concern, disregarding the jobber and retailer and taking its goods direct to the wearer, has made for itself a sizable place in the business world. And, naturally enough, manufacturers and retailers have been fighting it as a menace to their best interests.

PRINTERS' INK, following this fight closely, is at last able to report that manufacturers and retailers are now showing signs of going at the thing in a constructive way.

In Topeka, Kans., and Little Rock, Ark., the retailers have joined forces with the local newspapers in an effort to present to their women customers what they conceive to be the real facts about the hosiery situation. In Topeka, the campaign started with page newspaper advertisements signed by the merchants' association in which certain concrete reasons were set forth why women should buy hosiery from the home store rather than the house-to-house salesman, otherwise known as a consumer salesman. Among the advantages offered by the home stores are guaranteed satisfaction, delivery service, no advance payments, privileges of approval and exchange, standard brands, and complete stocks.

"Whom will you patronize?" the advertisement asks. "Will you buy from your home town or some transient bell ringer? The hosiery sold in Topeka stores will pass every test demonstration by the house-to-house canvasser. In

addition to this you can buy one pair or three pairs and the price is less."

With the foundation thus built by the co-operative advertising, leading retailers followed up the advantage by inserting individual advertisements offering trademarked hosiery and telling of its value.

The campaign had not been in progress very long before the retailers noticed a considerable increase in their hosiery sales volume. This volume has been growing ever since.

"This would seem to demonstrate," says one hosiery manufacturer, "that the way to meet competition is not to complain about it or to try to have a law passed prohibiting it but to make good merchandise and then advertise it. People are not a bit sentimental when it comes to buying goods. If they buy hosiery from a consumer salesman it is because they think they can get better goods at the price than the retail store offers them. If they are right in this thought, the retail store has a hopeless fight on its hands. If they are wrong, then the retailer must tell them so."

AN ATTEMPTED BOYCOTT

The advertising manager of a certain national publication is authority for the statement that a hosiery manufacturer tried to bring pressure upon him to have him bar the Real Silk Hosiery Mills from his pages. This was shortly after the company got fairly started in business. The advertising manager refused the request on the ground that any legitimate business of sufficient financial standing has a right to advertise in his publication. He told the manufacturer that the way to meet competition is not to try to deny it the benefits of advertising

but to do better advertising than it could do.

This incident is brought up here because it has a bearing on a happening in another Western city in which the Real Silk Hosiery Mills were involved.

The retailers of that town got together in a co-operative effort to meet the house-to-house competition. They ran a two-page advertisement naming a considerable list of advertised hosiery and making claims as to value and other qualities. The object was to sell the women of the town on the idea that they could do better through buying from the stores.

Wishing to tell his side, the local representative of the Real Silk Hosiery Mills attempted to have the newspaper run a two-page advertisement that his company had inserted in a national publication a couple of weeks previously. The newspaper refused. This gave the manager just the ammunition he wanted. He sent his salesmen from house to house telling the public that the newspapers refused to print the consumer salesman's side of the hosiery controversy. He flooded the town with circulars telling the same story. He even went so far as to get up a contest in which he offered prizes to the people who would tell the best reasons why hosiery should be purchased from consumer salesmen.

It would seem to a disinterested observer that the newspaper, by refusing to print the advertisement, gave the people of the town reason for thinking, or at least suspecting, that the home dealers were afraid to submit to a public comparison of their merchandise.

In certain towns the retail interests have got together and caused the passage of ordinances regulating hosiery consumer salesmen and imposing a tax calculated to be prohibitive.

The city council of Clarinda, Ia., passed such an ordinance requiring that all house-to-house salesmen should obtain city licenses and should put up a bond to carry out the terms of the license. The Real Silk Hosiery salesmen refused to pay it and the company

went to the United States District Court asking for an injunction preventing the enforcement of the ordinance. The court granted the order on the basis that the Real Silk salesmen are protected by interstate commerce laws which prohibit restriction or interference by any State with salesmen from other States.

A similar ordinance was enacted recently in Minneapolis. Here every consumer salesman has to pay \$25 for a city license and then put up a \$1,000 bond. Presumably, this ordinance will go into the discard since the Clarinda decision.

PASSING LAWS WON'T HELP

A hosiery manufacturer with whom a PRINTERS' INK representative discussed this matter says the retailers never will get anywhere by having restrictive laws passed or by trying to keep the consumer salesman out of the advertising pages. He regards it as purely a question of who has the best merchandise and can do the best advertising to sell it.

Restrictive methods, according to the viewpoint of this manufacturer, are wrong because of the lack of confidence some women have in their local dealers. Anything that tends to increase this feeling is doubly destructive. This is illustrated by the remarks made by a Topeka woman to P. A. Lovewell, a business-paper publisher, in commenting on the co-operative advertisement spoken of above.

"One thing which this advertisement says the local merchants offer as an advantage in trading with them, is 'guaranteed satisfaction,'" this woman said. "I would like to know what that means. It may mean a great deal or it may mean nothing. A friend of mine bought a pair of silk stockings from a leading Topeka dry-goods store. The first time she wore them, the heel of one stocking tore out. She took them back to the store and asked that they be made good. The store refused to give her another pair. I bought two pairs of a very widely-advertised brand of high-grade silk stockings

May 7, 1925



**It Will Pay You to Stop
Off At**

New Orleans

en route to or from the

Houston Convention
of the

Associated Advertising Clubs

WE would be delighted, of course, to see you and to have you personally investigate the tremendous change that has taken place in the local newspaper situation since The Morning Tribune was launched last December.

The Item-Tribune

*week-day circulation approximately 100,000
of which about 80,000
is in the City of New Orleans*

JAMES M. THOMSON
Publisher

A. G. NEWMAYER
Associated Publisher

National Advertising Representatives
JOHN BUDD COMPANY

New York	Chicago	St. Louis	Atlanta
Los Angeles	San Francisco	Seattle	

from another large Topeka ready-to-wear store. They proved to be too tight around the knee. After I found out what was the matter with them, I took them back to the store where I got them, and was told that nothing could be done about it. I doubt whether any of the Topeka stores would replace a pair of silk stockings which had developed runs, or which had holes in them after a few wearings. Yet the customer might feel that the stockings had not given proper wear, and might be entirely dissatisfied.

"The Real Silk Hosiery Company gives a printed guarantee with each sale which says, in part: 'If, in your opinion, any pair of our hosiery does not give you absolute satisfaction, or the service you expect, we will give you a new pair free.' I have found in my own experience, and in the experience of my friends, that they actually do this. They do not question your judgment for a moment. If you hand a Real Silk representative a pair of stockings and say, 'I do not think these have given good service,' that is all the explanation required. The stockings are returned and you get a new pair. I asked one of the agents not long ago if people do not take advantage of the company, and call for the replacement of stockings which have given all the service that could reasonably be expected. 'Oh, yes,' he said, 'we expect to be fooled by some people, but the vast majority of our customers are inclined to be fair and square. We put it up to them, absolutely, to decide whether the stockings are satisfactory, and when you put people on their honor like that, not many of them will betray your confidence. When a woman finds that we are so willing to replace unsatisfactory stockings, she tells her friends about it, and the advertising value is worth more to us than our loss on unfair claims.'

"If the local merchants expect to win back the hosiery trade which they have lost to what they term the 'bell-ringers' they must face the facts, and these things I am telling you are the facts.

Women know that there is always likely to be a little unpleasantness involved if they ask a merchant to take back something which has proved unsatisfactory. And those who have traded with the 'bell-ringers' know that as far as hosiery is concerned, there is never the slightest reluctance. In fact, the agents seem eager to do it, for it helps them build up a steady and increasing business.

"This is a matter of real interest and importance to the women, not only of Topeka, but of every other town. I don't know of anything of more practical value which a woman's club could do than to make a thorough investigation of this subject.

"I am not prejudiced against home stores or in favor of the hosiery agents. Really, I would like to have the home stores prove that they will do what they say they do, and I think most other women feel the same way about it. But there are a lot of us who are not convinced by the evidence we have up to this time."

New Accounts for Redfield, Fisher & Wallace

The Facent Electric Company, Inc., New York, has placed its advertising account with Redfield, Fisher & Wallace, Inc., New York advertising agency. Magazines will be used.

A. Kreamer, Inc., Brooklyn, N. Y., manufacturer of Kreamerware kitchen utensils, has also placed its advertising account with this agency. Magazines, newspapers and direct-mail will be used for this account.

Mill Supply Papers to Be Merged

The Mill Supply Salesman, Cleveland, will be consolidated with *Mill Supplies*, published by The Crawford Publishing Company, Chicago, beginning with the June issue of the latter publication. Ernest H. Smith, who has been publisher of *The Mill Supply Salesman* since 1923, will continue with the merged papers as associate editor.

Claude Petella Starts Own Advertising Business

Claude Petella, formerly with the Hoops Advertising Company, Chicago, has started an advertising business under his own name in Chicago.



How I Interpret *the Success of True Story*

THE success of TRUE STORY Magazine is due to the faithful adherence of its publishers to the policy of helping its readers to avoid the pitfalls which occasion the downfall of others.

Almost every story in the magazine contains a moral lesson learned by the actual experience of its author.

This experience, coupled with the lesson derived therefrom, is both interesting and instructive, not only to the youth of the country, but also to the parents, the teachers and guides of youth.

By REV. JOHN S. GRESSER,
Holy Family Rectory, Brooklyn, N. Y.

This is the second of a series of opinions on True Story expressed by eminent thinkers.

May 7, 1925



The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

Delicatessen Wives

NUMEROUS in the city; almost unheard of in the country!

Less than 50 per cent of the city families do their own baking, whereas 94 per cent of farm families bake their own bread and pastry. The family flour consumption is divided as follows: strictly farm families, 55.34 per cent; town and village families, 12.21 per cent; families in cities of 5,000 to 25,000, 9.58 per cent; families in cities over 25,000, 22.85 per cent.

Obviously it is to the farm families that flour manufacturers must direct their advertising if they are to have an influence in the selection of over one-half of the "family consumed" flour of the nation.

The buying of flour is a very definite and conscious transaction on the part of farm families. Each family buys an average of 100 pounds at a time. The Farm Journal subscribers *alone* buy 4,230,000 barrels each year. Their average consumption is 690.9 pounds.

Whose brands will they buy? That depends upon what flour advertising they read in The Farm Journal, whose more than 1,200,000 subscribers may be reached at the small cost of less than $\frac{1}{4}$ cent per page per family.

Journal
farm field

CHICAGO

SEATTLE

SAN FRANCISCO

—and a little child shall lead them

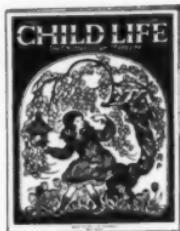
There is one "Royal Road" to your market. It is through little children—with their countless wants and needs—who twine their fingers round our thumbs and their "gim-mes" round our hearts.

"Child Life" will carry your message straight into the heart of the home. Side by side with editorial matter that is eagerly read, your *advertisement* will be likewise eagerly read by receptive mothers. For "Child Life" is cherished by parents, far and wide, as a valuable aid in bringing up their children.

Your advertisement will go to a selected *class* of homes. Homes, with constantly increasing needs—able to supply them. It will be read by parents in their most indulgent moods. It will be presented to the best prospects you have, at the most opportune moment you could choose.

That's why advertising in "Child Life" pays so powerfully. Through it are advertised and sold toys, wearing apparel, food, household goods, educational matter, toilet articles, railroad travel books. There could be no better proof of the pulling and paying power of "Child Life" advertising.

Write today for information and rates and a sample of "Child Life."



CHILD LIFE

MAGAZINE
Reaches the Mother through her Child

536 S. Clark Street

Chicago

RAND McNALLY & COMPANY
Publishers

There's a Picture in Every Headline

But Sometimes It's Quite Difficult to Visualize It

By a Commercial Art Manager

IT is the complaint of many artists that too many headlines are barren of picture material. Try as they may, they can't dig out anything worth while in the way of an illustrative theme. I am inclined to think, however, that almost always there are ideas for pictures in headline phrases but sometimes they require added imaginative skill and study to bring them forth.

In going over current advertising it will be found that some of the most unusual and compelling pictures have germinated from headlines, yet any number of these headlines do not seem to possess pictorial possibilities when considered in the abstract.

Consider the following piece of copy:

Getting hot under the collar won't keep the rooms of your house warm. Most likely it isn't the fault of your furnace at all. Your furnace is supposed to generate heat—not to carry it up-stairs. This is the job of your heating pipes. Unless these heating pipes, and the furnace body, too, are covered with an efficient insulation, you are not giving your furnace a chance. The heat it generates is lost, before it can get up-stairs to your radiators.

The opening paragraph has to do with how some men "take it out of the furnace," calling their heating plants all kinds of names. What could be better as a headline for this test than the phrase: "To people who hurl epithets at their furnaces."

But how can this thought be illustrated? Apparently, the same old picture must be done in the same old way: a basement scene and a man grumbling at his furnace.

But the Johns-Manville method was far more resourceful. The headline was accepted literally, and a comedy illustration shows an irate home owner, throwing material epithets at an innocent

heating plant. There are stars, and exclamation points, question marks and dashes. They fly through the air as he industriously uses them as missiles. The furnace, snorting with rage, has been given a face, which adds to the humor of the picture. It is in exactly the right key.

Time and again, I have seen headlines similar to this one which at first blush gave no hint of a possible picture but which yielded splendid illustrative themes when sufficient ingenuity was exercised. Another example is a Provident Mutual Life Insurance Company magazine advertisement which describes what happens when the father of a family passes away. The headlines used would certainly appear to be picture-shy. It reads: "When the man fades out of the picture—"

As a matter of fact, the headline provides for a strikingly original illustration. The tiny figure of a wife walks across a base line, near the heading. Above her strides a giant shadow; the merest ghost of the figure of a man. The picture is not too unpleasant or depressing, yet it does carry out the thought expressed in the heading.

A Lehigh cement advertisement which treats of the joy of permanency in home-building uses the headline: "Give your home a castle's strength." Easy to illustrate? Not particularly so, you might say. But as the present Lehigh series is run in two colors, and as the color plate is a delicate tone, the problem is simplified. An attractive bungalow home is in the key-plate, full strength, at the bottom of a square frame. Rising faintly behind it, in the tint is a fine old, wonderful castle, drawn with great artistic skill.

What perfect working harmony

May 7, 1925

between headline, text and picture!

The Western Electric Company headlines ingeniously: "Even the North Wind can't blow it out." Picture: The allegorical head of Old North Wind himself, cheeks extended, as he blows with futile fury at an electric light bulb,

shape, weeds have sprung up in abandon. There is heartache in the scene.

The accompanying text reads:

Nearly fourteen million houses in this country are burning without sign of flame or smoke. The destruction is so slow that it is not noticed. Perhaps your own house is burning and you don't know it.

Wherever unpainted surfaces are exposed to the atmosphere, they burn, just as surely as when a match is applied. This burning, or combustion, involves oxidation, during which oxygen is taken from the surrounding air. There are three kinds of combustion—a most instantaneous, or explosion; rapid, or fire; and slow, or rot. Slow combustion is destroying the fourteen million houses mentioned above, rotting wooden porch columns, window sashes, and exterior walls.

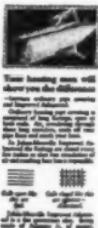
To people who hurl epithets at their furnaces

GETTING hot under the collar won't help—
the room of your house won't. Blend
likely it isn't the fault of your furnace or all
you have to do is to repair it. To do this
you will need to purchase heat
—one to carry to another. This is the
heat of your heating pipe, unless these heating pipes,
and the furnace body too, are covered with
asbestos shingles, you are not giving your
furnace a chance. The heat is there to last
before it can get upstairs to your roof.

John-Manville Improved Asbestocel is the
most efficient insulation, per dollar of cost,
that can be had. It will keep your house
home of chilly, uncomfortable rooms in winter
but it will save enough heat while doing
us to pay for it. It is usually paid for its
improvement in a very short time.

Now is the time to apply Improved Asbestocel.
Have a heating static or plasterer figure on
cleaning up your heating pipes, and applying
Improved Asbestocel. Get ready for next
winter when you can have only
many hours work but a great deal of discomfort
and heat in the bags.

JOHNS-MANVILLE INC., 300 Madison Avenue, New York, N.Y.C.



JOHNS-MANVILLE Improved Asbestocel saves coal

A GREAT DEAL MORE THAN MERE CLEVERNESS WAS REQUIRED TO DEVISE A SUITABLE PICTURE FOR THIS HEADLINE

brightly silhouetted against the night sky.

Another difficult-to-illustrate headline which, nevertheless, yielded a brilliant pictorial theme, is to be found in a characteristically fine display for the National Lead Company. This phrase is: "For the fire that makes no smoke."

It is a tricky, crafty headline, with many hidden meanings. But the artist has succeeded admirably in interpreting the story. He has drawn an old home, fallen into decay through neglect. Everywhere, on every side, time has played havoc. The roof has fallen in, pillars twisted out of

one? That would be the line of least resistance. It would be what the lazy mind might well conceive. It would be the first thought to occur to an advertiser, perhaps.

But here is an idea man with vision. He pictures two small homes, actually uses them as stepping stones. Fire is made a living symbol, a giant, fiendish figure, all flames and destruction, stepping across, from one roof to the other.

The fact of the entire matter is this: A headline is supposed to convey a very definite idea. Pictures are simply visualized ideas. It follows, then, that every good headline will lend itself to a suit-

Every order is a danger signal

EVERY order carries a danger signal with it—"These goods must be sold before more goods can follow."

Every piece of shelf-hugging merchandise signals "Stop" to your salesmen, blocking their hardest efforts for a re-order.

It's easy to blame the salesman—or the dealer. But blaming people doesn't clear the shelves. Only sales will open the way for more sales.

Somewhere there are buyers for those shelf-loving goods. We believe we can help you to find them. There's no obligation in asking us how.

CHARLES FRANCIS PRESS

*Planned Direct Advertising
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

able illustration. Sometimes, the picture is not easy to conceive but it is always there waiting for patience and ingenuity to uncover it.

Honor Frank L. Blanchard

FRANK LEROY BLANCHARD, who for twenty years has conducted an advertising course at the Twenty-third Street Y. M. C. A., New York, was honored with a dinner in recognition of his services, held at the McAlpin Hotel on April 30. Mr. Blanchard is advertising manager of the Henry L. Doherty Company.

The speakers referred to Mr. Blanchard as the dean of advertising teachers and outlined the history of his course. Charles S. Whitman, former Governor of New York, presided. Burt B. Farnsworth, of the Y. M. C. A. College, Springfield, Mass., who was formerly director at Twenty-third Street, told how dubiously the proposal to start an advertising course was received by advertising men in 1905. He gave full credit to Mr. Blanchard for working out the foundation of the course of instruction and for the splendid results which have been produced.

Professor George B. Hotchkiss, of New York University, described the progress which has been made in the teaching of advertising. Twenty years ago, he said, there were very few underlying scientific principles of advertising and it was necessary for those undertaking the teaching of advertising to become actively engaged in the business in order to learn them. The work accomplished by Mr. Blanchard in these early days, he said, contributed much to the overcoming of the handicaps confronting those interested in having courses in advertising added to college curricula. Earnest Elmo Calkins, of Calkins & Holden, Inc., spoke on "Twenty Years' Progress in the Advertising Agency."

Mr. Blanchard in expressing

his appreciation, said that much of the credit for the success of his course was due to the contributions of advertising men who had co-operated with him by giving his students the benefits of their experience in lectures.

With the completion of his twenty years' service, Mr. Blanchard withdraws as director of the course which has been named the Blanchard course in his honor.

Lithographers to Hold Annual Meeting

Joseph Deutsch, president of the National Association of Employing Lithographers, will preside at the association's twentieth annual convention which is to be held at Briarcliff Lodge, N. Y., on May 19, 20 and 21. Harry Wellman, professor of marketing at Dartmouth University, and George K. Hebb, president of the United Typothete Association, will speak on "Marketing Lithography." C. G. Munro of The Munro & Harford Company, chairman of the committee which has been studying "Co-operative Advertising," will make a report.

On May 20, the Lithographic Technical Foundation, Inc., will meet under the direction of its president, Alfred B. Rode of Rode & Brand, Inc. Among those who will speak are: H. V. Mitchell, president of the Harris Automatic Press Company, and A. E. Broadston of the United States Playing Card Company. Dean Herman Schneider of the University of Cincinnati will speak at a dinner session on the evening of May 20.

L. J. Delaney Joins Pedlar & Ryan

L. J. Delaney has resigned from the Thresher Advertising Service, New York, to take charge of rates and media for Pedlar & Ryan, Inc., New York, advertising agency. He was at one time New York manager of the Audit Bureau of Circulations.

Eastern Campaign for Not-A-Toy

The Corcoran Manufacturing Company, Cincinnati, has appointed the Peck Advertising Agency, New York, to direct an Eastern campaign on its new product, Not-A-Toy. Newspapers will be used.

Art Brown with "The Nation's Business"

Art Brown has joined the editorial staff of *The Nation's Business*, Washington, D. C. He was formerly advertising manager of the Rapid City, So. Dak., *Daily Journal*.

Why--

did The Delineator show

19.2% INCREASE IN TOILET GOODS ADVERTISING

for the first 6 months of 1925?

Because:

I

The Delineator, as a style authority, offers a perfect background for toilet goods advertising.

II

The Delineator reaches a class of women who have shown themselves to be particularly susceptible to the beauty appeal.

III

Celia Caroline Cole, Beauty Editor of *The Delineator*, is ranked as the greatest writer on beauty subjects in women's publications.

IV

The Delineator devotes a greater amount of attention and editorial lineage to the subject of beauty than any other woman's publication.

Find out about this profitable market

Write for further particulars to

THE BUTTERICK PUBLISHING COMPANY

Butterick Building, New York, N. Y.

THE DELINEATOR and THE DESIGNER

(The Butterick Combination)

Well enough was not good enough for HOLEPROOF

MODERN sales managers realize that there is no such thing as a static market while competitive brands exist. Any shift in public taste, any increase in selling activity by other manufacturers, may upset locally the best laid plans ever conceived by a distant home office.

That's why efficient selling demands a willingness to throw overboard older methods whenever newer, sounder ones are available. Well enough is not good enough if sales are to be big enough.

Now stockings for example:

During the first 4 months of 1925 the Evening Journal

Gained 1309 Columns of Advertising

This was the greatest gain recorded by any New York evening newspaper — over SEVEN times the gain of the SUN and almost TWICE the gain of the EVENING WORLD

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adv
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NEW YORKER

Largest evening circulation Amer

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Holeproof Hosiery Company says:

"In order to secure proper distribution in New York and vicinity, we knew that intensive effort was necessary, and the merchandising plan which you submitted and we accepted has been very helpful in bringing about a situation which is very pleasing to us.

"You might be interested to learn that during the last six weeks we have increased our distribution of men's hosiery in the Metropolitan District over 300%, and the work of your organization has been instrumental in securing many new and desirable dealers for Holeproof Exx."

FRANK G. BARRY.
General Sales Manager.

The Evening Journal publishes more men's wear advertising than the next two evening papers combined—and more than any paper in the city except one.

RK EVENING JOURNAL

ulation America—and at 3c a copy

New Shirts for Old Companies

A New Shirt Is the Sign of a Well-Managed Company as Well as of a Well-Dressed Man

CINCINNATI AUTOMOBILE DEALERS

ASSOCIATION

CINCINNATI, OHIO

Editor of PRINTERS' INK:

I would appreciate learning from you the names of those companies who have put a "new shirt" on their merchandise thereby securing new recognition and increased sales.

What I would like to have is examples such as Holmes & Edwards Company, which inserted a solid block of silver on the bowl of its spoons to insure equal wear—of people like Cheney Bros., who recently engaged Edgar Brandt, a French iron worker, to design patterns for their silks, and any companies and their product which have departed from the regular beaten path to create new interest.

Thank you very much.

CINCINNATI AUTOMOBILE DEALERS

ASSOCIATION

HARRY T. GARDNER,

General Manager.

THE histories of most successful companies are a series of putting on "new shirts" of improvements; improvements in the product itself, in the process of manufacture, in appearance of the product or the package, in advertising, etc. The business that is not continually changing its style in shirts is on the retrograde.

One of the most obvious, and at the same time most effective, methods of changing the business shirt is to make an improvement in the package. Colgate, perhaps, was the first advertiser to emphasize this angle of merchandising in a big way. "We couldn't improve the product so we improved the package," was the pronouncement of a highly important business credo.

It would be possible to cite literally thousands of incidents where an improved package has been of the greatest importance in rejuvenating a product. It would also be possible to cite other thousands of examples where a product that did not need rejuvenation was given a new sales appeal by an improved package.

A few examples of the latter will suffice. Williams brought out the hinge cap for shaving cream tubes, thereby obviating the

matutinal search under the bath tub for the too errant cap. Menken recently announced another improvement in the cap, this time a cap that can't come off the tube and yet does not impede a liberal flow of the cream. Packer introduced a new box for its tar soap. These are just a few examples from the toilet goods field. Other fields could be tapped for equally interesting incidents.

Often the manufacturer does not improve the product or the package but does make a change in design, color, etc.

The original users of the Yellow Cab put a new shirt on taxicabs and in so doing got a jump on the field that has kept the original Yellow Cabs in the forefront despite a host of imitators. Parker Duofold pens brought a new note to fountain pen selling and made it possible to build a big market for a \$7 fountain pen when \$7 had hitherto been considered a very high price to pay for such an article. Now Parker is bringing out a new type of pencil to act as a brother for the Duofold. The Reynolds Wire Company advertises Sun-Red Edge, self-measured screen cloth, which is wire screen with a red edge that is clearly marked off into feet so that the dealer can measure it easily and the consumer can be protected from unscrupulous dealers. The American Radiator Company has introduced Pyrex fire doors on the Arcola. And so the examples multiply.

Often the change is in form although the improvement may or may not be important. Ansonia Square-Clox achieved prominence on the new, square form. Automobile companies frequently bring out new models in which a body change is the chief improvement over the models of the year before. The new Franklin is an excellent example of this.

Two examples of a change of form and an improvement in the

product at the same time are offered by the Griswold tea kettle and No-Nik glassware. The Griswold tea kettle has a small opening in front of the handle so that a woman can fill the kettle without being burned by steam. No-Nik glasses have a slight bulge near the top so that when they are overturned the edges do not nick.

Listing the companies that have put on a new shirt would be to list most of the successful advertisers of today. If Mr. Gardner will make a close study of current advertising he will see how true this statement is.

Two things to remember when putting on a new shirt are, first, that whether the improvement is internal or external, some change in the form of the package or product will emphasize the improvement, and second, that the improvement must be announced in the clear, loud voice of advertising.

A new shirt is not alone the sign of a well-dressed man. It is also the sign of a well-managed company.—[Ed. PRINTERS' INK.]

Bottle Account for Hutchins Agency

The F. E. Reed Glass Company, Rochester, N. Y., bottle manufacturer, has placed its advertising account with the Hutchins Advertising Company, Inc., also of Rochester.

Joins Chippewa Falls "Herald"

Einar C. Hanson, manager and editor of the Madelia, Minn., *Rural News*, has been appointed advertising manager of the Chippewa Falls, Wis., *Herald*.

H. C. Stovel with Fresno "Bee"

H. C. Stovel, formerly with the Oakland, Calif., *Inquirer*, has been appointed advertising manager of the Fresno, Calif., *Bee*.

Joins Chicago Engraver

H. R. Coleman, formerly with Eastman & Company, Chicago advertising agency, has joined the Commercial Art Engraving Company of that city.

Real Estate Advertising Awards for Cities

Advertising awards will be made at the annual convention of the National Association of Real Estate Boards which is to be held at Detroit from June 23 to 26. One award will be made to the city whose real estate board presents the best advertising of an institutional character published since June 1, 1924. Advertising of this character points out the advantages of individual communities as places to live in and as places of real estate investment. It also points out the advantage of dealing with real estate men who are entitled to be called "realtors."

The second award is to the city whose real estate board presents the best examples of individual advertising among its membership.

J. E. D. Benedict Joins Metropolitan Life

James E. D. Benedict has joined the advertising staff of the Metropolitan Life Insurance Company, New York. He was recently an account executive with Thresher Service, Inc., and formerly was assistant secretary of Frank Seaman, Inc., both of New York.

New Accounts for Green Agency

The Fitch Publishing Company, New York, publisher of financial books, and the Ocean-O Products Company, Newark, N. J., have placed their advertising accounts with the Charles C. Green Advertising Agency, Inc., New York.

Business Papers Appoint J. C. Grauer

The Shoe Buyer, Boston, has appointed J. Carroll Grauer, Chicago, publishers' representative, as its Western manager. He has also been appointed advertising manager of *The Hospital Buyer*, Chicago.

Buys Bradley Printing Company

The Glynn-Kohler Company, Philadelphia, has acquired the business of the Bradley Printing Company, also of that city from the estate of the late James V. Bradley.

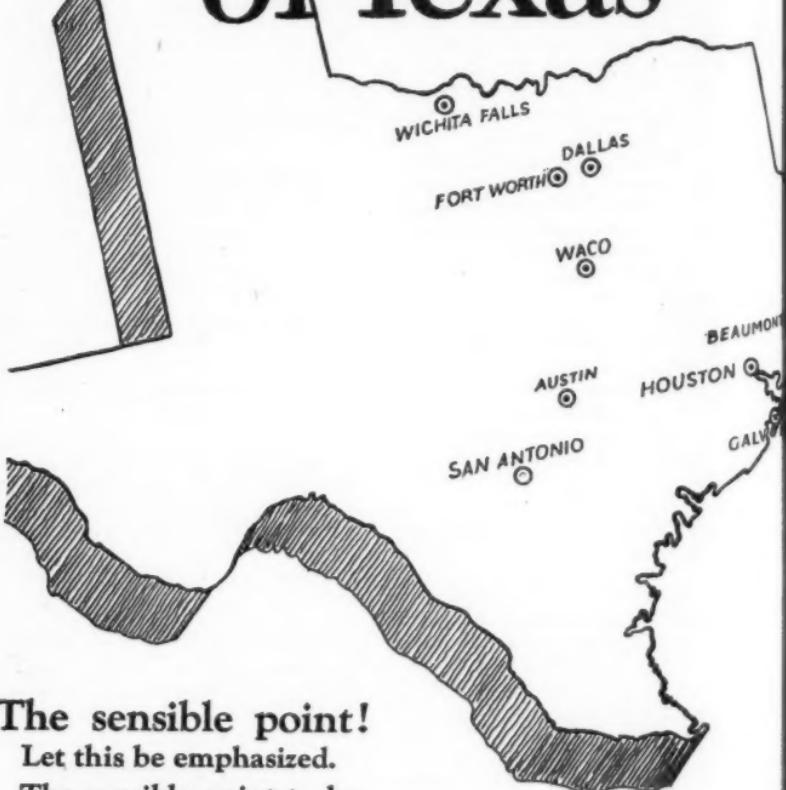
L. R. Taylor to Leave Wilson Brothers

Louis R. Taylor has resigned as advertising manager of Wilson Brothers, Chicago, manufacturers of men's furnishings, effective June 1.

Represents "Motor West"

John C. Wetmore has been appointed a representative in the East for *Motor West*, Los Angeles, Calif.

Nine Key Market of Texas



The sensible point!

Let this be emphasized.

The sensible point to begin the work of distribution in a territory is at the key point from which the business of the trading area is controlled.

It pays to work through the above nine points in Texas. The reasons are obvious. Concentrated population. Accessibility. Ready volume. Territorial prestige.

850,000 people in these nine cities make the metropolitan market of Texas, when combined, the fifth market of the nation.

billions of dollars on the doorstep—down here!

A billion for the farmer! A quarter billion from crude oil! Another quarter billion from the mines.

A billion and a quarter from the factories and refineries. Nearly two-thirds of a billion more from lumber and live stock.

Billions . . . billions . . . billions . . . billions.

Riding on the crest of this golden stream of prosperity, Texas buyers have money to spend. How much they buy from you depends on how hard you try to sell them.

Texas isn't a hard market to crack. Geographically, it is ideal. NINE KEY CITIES unlock the doors to this great reservoir of wealth and buying power. Lying around these cities, easy of access and convenient to work, are the rich, prospering trade territories of each.

In these nine cities the jobbing interests concen-

trate. From them, outlying towns are easily and economically reached. Each is the key to its own trade area, the sensible point from which to work in territorial development.

Study, for a moment, the advantages of the Nine Cities. Combined they represent the fifth metropolitan market of America. 850,000 people live within their corporate limits. Only four centers offer you greater population — Detroit, Philadelphia, Chicago and New York.

Come first to the key cities of Texas. Practically one-fifth of all Texas lives within them.

The territories that they serve represent the Greater Market—a market in which ninety percent of Texas lives and which contains less than half its square mile area.

Concentrated population. Accessibility. Volume.

Any newspaper in any key city will be glad to give you definite data on its territory entirely without obligation to you. Write.

The Persistence of Federal Trade Publicity

Is Best Interest of Public Served by Giving Publicity to Cases That Do Not Ever Get Before Commission?

*Washington Bureau
of PRINTERS' INK*

LATE last week it was clearly evident that the Federal Trade Commission is divided over the results of the Commission's new policy regarding the matter of publicity to be given cases coming before the Commission.

Several weeks ago, when the new policy of the Commission was announced and duly reported in PRINTERS' INK of March 26, it was generally supposed that the new ruling would prevent publicity in all cases except those in which formal complaints are issued, and then only after respondents had filed their answers. It is also the evident intention of the majority to reduce materially the number of complaints issued, by giving to respondents, through informal hearings before the Commission's Board of Review, an opportunity to cease and desist voluntarily without further action on the part of the Commission. Hence, by giving to the Commission satisfactory assurances that the offense would not be repeated, a respondent could prevent the issuance of a complaint with its resultant publicity.

Shortly after this policy was adopted, it became evident that something more was necessary to prevent publicity. In several important cases the respondents attended hearings, admitted the practices complained of, agreed to alter their policy and the charges against them were dismissed.

This should have ended the cases, and without publicity, under a complete working of the new policy; but the minority members promptly took advantage of their right to make public their dissenting opinions. In the case of H. R. Mallinson & Company, which is typical, Commissioner Huston Thompson, with Commissioner John F. Nugent concurring, issued

and made public a long dissenting opinion which reviewed the case and gave rather wide publicity to the original findings of the investigation and the charges of the complaint.

In this opinion, Mr. Thompson, after detailing the acts of the respondent which were considered as misbranding and false advertising by the Commission, called attention to the fact that the Commission had brought charges against several competitors of the respondent for similar acts and with resulting publicity cited the Winsted Hosiery Company case and claimed that the principle involved was exactly the same, and concluded his opinion as follows:

As the complaint against respondent has been dismissed for the sole reason that it has discontinued the practices complained of, the public is not advised in the matter as it was by the orders to cease and desist issued against the respondent's competitors. The public, should it read the order of dismissal, will naturally ask itself what the practices were that the Commission complained of, and not having the complaint at hand, will be left in the dark.

The only way that it can be informed is by the publicity of the findings showing just what was done by respondent and what it now admits it has done and what it agrees to cease and desist from doing. In this way, a public sentiment and opinion may be built up which may tend to put business on notice, protect the public from false advertising and misrepresentation, and at the same time help those honest manufacturers who are greatly handicapped in selling articles made of real cocoon silk by such practices as those followed by the Mallinson Company.

It cannot well be contended that this case should be dismissed because it would cost thousands of dollars of the taxpayers' money to go forward with it. The Commission already has in its possession the advertising of the respondent and the tests of the United States Bureau of Standards and the admissions of respondent made long before it signed the stipulation, showing that its advertising was false and misleading. To complete the trial of the case would cost a very small sum of money.

These paragraphs are quoted here because they appear strongly



We've Discovered Snow That Doesn't Melt

THE ideal without the practical to give it fulfillment is building a statue of dazzling snow and weeping to see it melt. To gain pre-eminence in typography we started out with fixity of resolve to create composition of a character theretofore unknown in advertising. We declined to be coaxed or hoaxed into reducing worth for reducing cost or inducing volume. We have found out that excellence is always found out, if excellence is always found in what you do. We have many a typographic co-worker to whom our hand goes out. We have no typographic competitor to whom our hat goes off.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 East Twenty-third Street
New York City

"Shall I try to make my product the best of its kind?"

WHATEVER degree of success has attended this Company in the publishing of magazines has come as the result of trying very sincerely to make in each respective field the best publication that editorial brains and mechanical craftsmanship could produce. It may interest manufacturers in other lines to know that in following such a policy we have always found the public willing to pay the price for a superior product.

MANY people have spoken of the widespread and uniquely intimate influence which *Good Housekeeping* holds in the American home, and holds at a per-copy price ten cents above the field. If it were possible accurately to appraise this influence it could only be done by measuring the uncommon extent to which the magazine's editorial departments have gone in service to the reader. It was not enough to have a great Department of Furnishings and Decoration, or a famous Department of Cookery, or Fiction of outstanding bigness. These and a score of other departments covering the activities of the home had to be built as the last word in authoritativeness and usefulness.

OTHERS have asked why *Cosmopolitan*, with which *Hearst's International* has recently been combined, has such a sale at a price higher by far than any of its contemporaries—nearly a million over the newsstand at 35c, besides another half million subscriptions. There is but one reason. The purchaser receives each month

the most generous presentation of the work of the writers of great fiction and inspirational articles that it is possible to get together. This is placed in a setting of illustrations, printing and paper that is intended to approach perfection.

STILL others have emphasized the place that *Harper's Bazar* holds in the world of fashion. Here, too, there is but one reason for its position. In its own exclusive field *Harper's Bazar* has endeavored to build up nothing less than the most superlative of services to the fashionable woman who insists upon knowing the advance news of the mode and dresses accordingly. And just as it deals with the luxuries of life, so the magazine itself, in its contributors, in its art work, in its quality of paper and printing, sets its own high standards of luxury. So long as our endeavors are realized, *Harper's Bazar*, even at fifty cents a copy, becomes indispensable to this woman of fashion.

A similar point can be made of *MoToR*, "The Automotive Business Paper," and *MoToR BoatinG*.

JThe preceding statement was our answer to a manufacturer who was trying to decide between a policy of making his product the best in its field or a policy of cheapening his product in order to undersell the market. He said it helped him to choose in favor of the first course.

While each man must choose for himself, it has occurred to us that perhaps this statement repeated to others might prove of some helpful purpose.

INTERNATIONAL MAGAZINE COMPANY
(INCORPORATED)

119 West 40th Street • New York

to indicate the attitude of the minority members of the Commission. They also furnish a fair example of the means used by the minority to give publicity to dismissed cases under the new policy. To meet the issue, evidently, on April 30, the Commission released a statement covering the adoption of this rule:

From and after this date, in the settlement of any matter by stipulation before complaint is issued, no statement in reference thereto shall be made by the Commission for publication. After a complaint is issued, no statement in regard to the case shall be made by the Commission for publication until after the final determination of the case.

After a complaint has been issued and the answer of the respondent has been filed, or in case the respondent fails to file an answer by the rules provided, the papers in the case shall be open to the public for inspection, under such rules and regulations as the Secretary may prescribe.

The statement goes on to explain that the rule conforms to the new policy of the Commission, and clearly points out that it aims to prevent publicity which it considers unjust to respondents. In voting "no" to the adoption of the rule, Mr. Thompson claimed, in his statement, that the Federal Trade Commission Act, in its first paragraph, authorizes the right of a minority to be heard and to have representation, and continued:

"If the proposed rule had been in vogue at the time some 2,500 steel fabricators initiated before the Federal Trade Commission an application for complaint against the United States Steel Corporation to determine the so-called Pittsburgh-Plus method of pricing steel, the application could have been dismissed without any statement and thus the public would not have been informed, and, in that case, I would not have been, under the proposed rule, permitted to state my dissent.

"I am against this rule because it is contrary to the letter and spirit of the Federal Trade Commission Act and the Constitution of the United States; because it will deprive a minority of the right to express its views publicly, and hence is wholly dangerous and pervasive of the public welfare,"

Then, seemingly as a further answer to this restrictive rule, another dissenting opinion by Mr. Thompson, with Mr. Nugent concurring, was promptly issued "For release in newspapers of Saturday, May 2, 1925." This was in the matter of the case against the Kennecott Copper Corporation.

Commissioner Thompson declared to a representative of PRINTERS' INK that he would vigorously oppose the ruling of the majority.

"The right of the minority," he said, "to express its opinion publicly is authorized by the first paragraph of the act, and the wisdom of this provision has been proved in a number of cases. One of the most important cases that ever came before the Commission was the Pittsburgh-Plus case. About five years ago, the majority of the Commission voted to dismiss the application for complaint. I dissented, and the dissenting opinion went out publicly and was undoubtedly the cause of reopening the case. Eventually, the Commission issued a complaint, under which the trial of the case was held, and a cease and desist order resulted.

"This termination of the case, under the new rule, very probably would have been impossible. Under the rule, the public would be kept in ignorance of a case, no matter how great its importance to the public, until forty days after the issuance of the Commission's complaint of the respondent took the limit of time allowed to file his answer. This was evidently not the intention of the act, and I am merely trying to enforce the law."

Campbell-Ewald Opens Office at Hamilton, Ont.

The Campbell-Ewald Company, Detroit advertising agency, has opened an office in Hamilton, Ont. G. F. Hobart and J. R. Aylesworth are in charge. Mr. Hobart was at one time manager of the Hamilton Advertisers Agency. More recently he has been with Johnson, Read & Company, Chicago advertising agency. Mr. Aylesworth has been engaged in advertising, printing and engraving work for many years, most recently in Hamilton.

A startling change in the New York newspaper situation

SOMETIMES ago The New York Herald Tribune announced that it had the largest weekday circulation in New York's Suburban Zone of any morning newspaper of standard size. Thus the most successful consolidation in the history of American newspapers attained circulation supremacy in the richest territory of substantial homes in this, or any country.

This circulation supremacy in a territory containing 8.4% of the population who own 10.5% of the wealth of this nation, is causing an advertising shift in New York's morning newspapers.

This supremacy is proof, if any were needed, that The New York Herald Tribune in retaining in its entirety the circulation of two strong and influential newspapers has built a body of readers unexcelled in purchasing power. A body of readers who have been pleased by the completeness of its news and the unequalled excellence of its features.

Early in the consolidation a great many advertisers everywhere recognized the immense *power to purchase* behind the large quantity of quality circulation, and, in consequence of such recognition, The Herald Tribune for the year 1924 had a gain of 3,700,000 lines of advertising,—the largest gain of any newspaper in the country.

This recognition grows; the shift continues; and for the month of April, 1925, The Herald Tribune made the largest advertising gain of any New York Newspaper.

These advertising gains are a tribute to the worth and responsiveness of this great body of substantial readers.

These circulation facts and these advertising facts make The New York Herald Tribune the logical keystone for a successful advertising campaign in the World's Greatest Market.

The New York Herald Tribune

Net paid daily circulation in excess of 270,000
Net paid Sunday circulation in excess of 300,000

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The New York Herald Tribune

Net paid daily circulation in excess of 270,000
Net paid Sunday circulation in excess of 300,000

May 7, 1925

Me

Complete Coverage of the Metal Trades



The World's Greatest

The shaded portions indicate
The Iron Age Coverage by Buying Power



ates Industrial Paper

Only 3 More Months!

Just three months left in which you can buy The Household Journal space at the exceptionally low rate of \$2.60 an agate line. Beginning with the September issue the rate jumps to \$2.75 a line.

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the Lowest Rate in proportion to circulation of any paper in its class!

700,000

CIRCULATION

\$2.60 an agate line

Beginning with the September, 1925, issue, \$2.75 an agate line.

\$1450.00 a page

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, Manager
116 W. 39th St.
Room 634

Agency Study of Radio Under Way

THE first statement concerning a study that the American Association of Advertising Agencies is making on the use of broadcasting as an advertising medium was given out in Chicago last week by Thomas F. Logan, chairman of the association's national radio committee. Mr. Logan's statement was made in the course of an address before the Western Council of the American Association of Advertising Agencies.

"The technique of broadcast advertising," he said, "is the technique of an infant art. There is a vast amount of fumbling going on. Users of the medium hesitate to express an opinion as to its value. The few who do hazard an opinion help us but little. The reason for this is that, with a few exceptions, they have failed to devise means of testing the value of their advertising. They are drawn to the use of the medium through a general interest in radio, through a sense of the vast potentialities of a medium for reaching so many people at once; but having used it, they do not know whether they have used it well or have wasted their opportunities.

"One of the functions of the American Association of Advertising Agencies is to promote good advertising and discourage wasteful advertising, thereby serving the public and protecting the interests of the advertisers.

"Advertising by radio is still in the experimental stage; and the association, recognizing the tremendous possibilities in any medium that permits an advertiser to gain the attention of several million people at once, has appointed a committee to study the new medium.

"No recommendation for or against advertising from broadcasting stations will be made by the committee. Its work will be confined to the collection of facts and data and experiences and an analysis of all the assembled

information when collected.

"While the potentialities of broadcast advertising are large, there are factors of public goodwill involved which make it desirable that the public itself should make the final decision as to whether or not this form of advertising should be constructively developed."

George Scroggie Heads Canadian Newspaper Association

George Scroggie, of the *Toronto Mail and Empire*, was elected president of the Canadian Daily Newspaper Association, at its annual meeting at Toronto last week. Other officers elected are:

Vice-president, Frank Carrel, *Quebec Telegraph*, and treasurer, N. T. Bowman, *Toronto Evening Telegram*. The following were elected directors: W. H. Dennis, *Halifax Herald*; T. F. Drumie, *St. John Telegraph-Times-Journal*; L. J. Tarte, *Montreal La Patrie*; Henri Gagnon, *Quebec Le Soleil*; J. R. Henderson, *Montreal Gazette*; V. E. Morrill, *Sherbrooke Record*; L. H. Dingman, *St. Thomas Times-Journal*; F. I. Ker, *Hamilton Spectator*; R. M. Glover, *Peterboro Examiner*; J. W. Curran, *Sault Ste. Marie Sault Star*; Hugh Graybiel, *Windsor Border Cities Star*; E. H. Macklin, *Winnipeg Free Press*; Burford Hooke, *Regina Post*; J. H. Woods, *Calgary Herald*; F. H. Burd, *Vancouver Province*; J. M. Imrie, *Edmonton Journal*; W. A. Buchanan, *Lethbridge Herald*; M. E. Nichols, *Winnipeg Tribune*; W. S. Marson, *Montreal Star* and J. S. McLennan, *Sydney Post*.

Reviewing the work of the association during the last year, the board of directors in its report, said:

"Another achievement of the year was the placing upon an entirely new basis of the relations between this association and recognized advertising agencies. For five or six years your directors and the advertising committee have been in negotiation with the recognized advertising agencies looking to the standardization of practice and relations between publisher and agency by signed agreement. It has been decided that further efforts to secure improved conditions should be along the lines of conference and education rather than attempt to regulate by agreement. To this end a joint standing committee has been appointed."

Another important development of the year was the securing of incorporation under the Dominion Companies Act.

Baton Rouge Paper Appoints Frost, Landis & Kohn

The Baton Rouge *Louisiana Press*, has appointed Frost, Landis & Kohn, publishers' representatives, as its national representatives.

Florida Bill Would Create State Advertising Board

FLORIDA as a State will officially enter the ranks of national advertisers, if a bill which has been introduced into the State Senate becomes a law. The bill provides for the creation of a State Advertising Board and the appropriation of \$400,000 for its operation during the next two years.

It would be the duty of this board to advertise the advantages of Florida as a State for residential purposes, and for such kinds of commercial, professional, industrial, scientific and agricultural pursuits, trades, occupations and professions as the board may deem proper. The board would consist of seven members with the commissioner of agriculture as a member *ex-officio*. In addition the Governor is to appoint six members, one from each congressional district and two from the State at large. Members would serve without compensation, but the bill provides for the payment of necessary expenses incurred in the discharge of their official duties.

The board is to be vested with the power of inaugurating, providing, and directing the advertising of Florida as a State, in advertising mediums having distribution in the United States or foreign countries. All details in connection with such advertising are to be under the exclusive control of the board.

The bill also empowers the board to employ any professional and scientific assistance that may be necessary.

The measure has the endorsement of the American Legion in Florida, the Florida State Hotel Association, numerous realty boards and chambers of commerce and it received the enthusiastic support of the recent All-Florida Development Conference.

New Art Studio

Edward Staloff has opened a studio at New York as a free-lance artist.

Advertising Affiliation to Meet in Hamilton, Ont.

"Meeting Changing Conditions in Marketing" is the theme which will be discussed at the annual convention of the Advertising Affiliation which will be held at Hamilton, Ont., on May 15 and 16. The affiliation includes the advertising and sales clubs of Hamilton, Rochester, Buffalo, Erie and Cleveland.

The following program has been arranged:

May 15—Afternoon: Advertising sessions: "Re-surveying Your Market," R. O. Eastman, R. O. Eastman, Inc., Cleveland; "A Manufacturers' or Distributors' Campaign in Which 'Direct-Mail' Played the Important Part," Richard W. Freeman, Frank E. Davis Fish Company, Gloucester, Mass., and "Copy to Meet the Needs of the Hour," Francis Fraze, Larkin Company, Buffalo.

Evening: "How We Educate Our Salesmen to Understand and Use Our Advertising," C. Y. Belknap, Burroughs Adding Machine Company, Detroit; "How We Obtain the Dealers' Interest and Co-operation in Our Advertising," Walter Evans, The Dunlop Ward Advertising Company, Cleveland; "How the Advertiser Fails or Succeeds in Obtaining the Dealers' Co-operation," a talk from the dealers' standpoint by C. G. Wheby, druggist of Toronto.

May 16: A discussion on "Direct-Mail." Under the direction of Charles R. Wiers, president, Direct Mail Advertising Association.

Speakers at the sessions will be:

"Educating and Training the Sales Organization," Ralph Barstow, Marquis Regan Company, New York and "Stimulating the Sales Organization," Paul Ivey, Northwestern University, Chicago.

A dinner will be held in the evening and the speakers will be: E. W. Beatty, president, Canadian Pacific Railway; A. Munro Grier, Toronto, and Stephen Leacock, McGill University, Montreal.

Robert E. Ramsay to Start Own Business

Robert E. Ramsay has resigned as vice-president of James F. Newcomb & Company, Inc., direct advertising, New York, as of August 1, when he will head his own organization, specializing in the planning and production of direct advertising and house-organs.

Before joining the Newcomb company in 1921, Mr. Ramsay had been director of sales promotion, publicity and advertising of the American Writing Paper Company, Holyoke, Mass. He formerly was editor of *Advertising and Selling* and at one time was advertising manager of the Art Metal Construction Company, Jamestown, N. Y.

Elon Pratt Joins Lord & Thomas

Elon Pratt, at one time with the J. Walter Thompson Company and, more recently, vice-president of the Modern Eloquence Company, has become associated with the New York office of Lord & Thomas.

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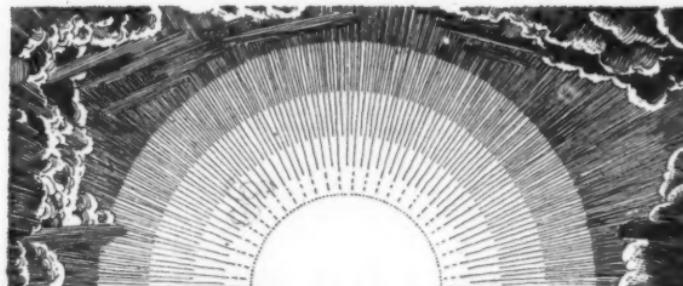
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When Color Calls

STRONG is the long arm of color. Brilliant, beautiful, shimmering with lustre—there you have the secret of the "pull" of BALTO Porcelain Enamel Signs.

It makes no difference what your product, the vivid color of these unescapable signs reaches forth its long arm and rivets attention untouched by the average medium.

And they wear! Porcelain fused into heavy sheet steel at white heat; they withstand the effects of heat and cold, rain, sun and snow for years—without losing their original brilliancy. Tell your story in the permanent colors of BALTO SIGNS. Over the years they cost less than ordinary signs. Inquiry of either our New York or Baltimore office will bring details at once.

THE
**BALTIMORE ENAMEL
AND NOVELTY COMPANY**
Permanent Advertising Signs

MT. WINANS
BALTIMORE, MD.

NEW YORK
200 FIFTH AVENUE

SUCCESSFUL FARMING



A \$3,600,000 Advertising Campaign

Advertising in Successful Farming for ten years without a break, 132 national leaders (names on request) have invested with us approximately \$3,600,000.

To state it another way, each of these 132 ten-year advertisers averaged an investment of between \$27,000 and \$30,000 in Successful Farming space.

Their advertising must have paid, or it would not have been continued for ten years straight.

"There's a difference in Farm Papers"

THE MEREDITH

E. T. MEREDITH Des Moines
SUCCESSFUL FARMING • BETTER HABITS

Chicago Office: J. C. BILLINGSLEA 123 W. Madison St.	New York Office: A. H. BILLINGSLEA 270 Madison Ave.	St. Louis Office: A. D. MCKINNEY Syndicate Trust Bldg.	Kansas City Office: O. G. R. R. Land Palace
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FARMING



sign
or ten
readers
with us

e 132
invest
000 in

or i
or ten
y-five per cent of our sub-
scribers send their own sub-
scriptions themselves, 28 per
cent subscribe through clubs
used by readers, averaging
the club. Only 17 per
cent from all other sources.

Our Bureau of Market Analysis will gladly answer specific questions and furnish definite data on your farm market possibilities. This information is prepared especially for you—not mere canned statistics.

PUBLICATIONS

MEREDITH Des Moines, Iowa
LETTER GARDENS

THE DAIRY FARMER

Kansas City Office:
O. O. R. R. RING
g. Land Palace Bldg.

Western Office:

C. W. WRIGHT
Sharon Bldg., San Francisco

F. O. BOHEN
Advertising Director
The Meredith Publications

St. Paul Dispatch

St. Paul Pioneer Press

Outer circle represents number of homes in St. Paul—approximately 59,000.



Inner circle represents home coverage of St. Paul Dispatch-Pioneer Press in St. Paul carrier territory.

St. Paul is estimated to have less than 60,000 families of all classes. It is also estimated that 10% are illiterate, foreign speaking or extremely poor. Of the remaining 54,000 families, 47,500 have the Dispatch and Pioneer Press delivered regularly into their homes—morning, evening and Sunday—the most perfect coverage of any city of similar size. This is only the city home delivered circulation. The total city circulation of the Dispatch is 54,746 net paid, Pioneer Press 50,560 net paid, Sunday Pioneer Press 55,359 net paid.

Because of this thorough home coverage, advertising in the St. Paul Dispatch and Pioneer Press is not only more thorough, but also costs less per home than anywhere in the Twin Cities or in other cities of similar size.

Because of this almost perfect home coverage, advertisers in the St. Paul Dispatch and Pioneer Press do not need to use any other paper "to cover the rest of the market."

Allowing nothing for the unusual character of the St. Paul Dispatch and Pioneer Press—counting nothing for the reader interest which is the heart of advertising value—but figured strictly on a cost per family basis, the best buy in the Twin Cities is the St. Paul Dispatch-Pioneer Press.

Total Net Paid Circulation: Dispatch 89,411; Pioneer Press 75,146; Morning and Evening Combination 164,557; Sunday Pioneer Press 154,251. Latest Published Figures March 10, 1925.

General Representatives

O'MARA and ORMSBEE, Inc.

NEW YORK
CHICAGO

DETROIT
SAN FRANCISCO

What Labor's Entrance into Home-building Means to You

A Plan Which May Have Far-Reaching Consequences in Releasing More Money for Manufacturers' Products

By Ralph Crothers

ONE doesn't need to prove the fact that high rents retard sales. Makers of kitchen cabinets, hosiery, furniture, and a score of other products, all agree that the extra \$50 the landlords are getting per month out of the wage-earning families of America, are the dollars which are being withheld from the necessities and comforts which many families feel they ought to have.

An underwear and hosiery manufacturer spoke bitterly to me recently about the sales he was losing in certain cities where rents were far too high to allow the great mass of his purchasers to buy what he had to offer them. He had made quite an extended investigation which proved to him that in a particular group of cities, rents were entirely out of proportion. His sales in those cities have been blocked appreciably.

I mentioned the particular list of cities which he had told me about, to another manufacturer who made household utensils and he said that the condition confronted him but in a much larger list of cities, large and small. He, and other men I have talked with, picture the landlord as a man who, as far as they are concerned, stands before the window display of their merchandise, and as the people come up to buy, accosts them at the door and takes the purchase money out of their pockets. High rents are hurting sales in another way. The high-priced three-room apartment, with a certain friend of mine has found after a long search, is so full of household goods moved from another city, that the kitchen is used partly as a storeroom and partly as a dining room. There is absolutely no room for the Hoosier kitchen

cabinet that he would like to buy for his wife.

To all manufacturers who find their sales blocked in either one of the two ways just enumerated, a new plan started by organized labor, with its own money, to solve the housing problem, is something well worth watching. The great success and tremendous growth of the labor banks makes this new plan more interesting than it would be had nothing gone before which proved that organized labor can enter outside business and make a go of it.

NEEDLE WORKERS TO BUILD

A short time ago, in New York, officials of the needle trade unions, representing 10,000 workers, made public plans drawn by an architect for the construction of a model apartment group for 170 families. The definite drawing of these plans comes less than four months after the officials of the unions began seriously to consider the idea. The plan contemplates a five-story, fireproof group located in the Bronx. Suites with six rooms and two baths as well as five-or three-room apartments are provided. They will be large rooms, ample to house a new rug or kitchen cabinet. The method in which this group is being built so that a working man can afford to own an apartment in it, brings home vividly the importance of the combined purchasing and economic power of individual workers.

The same architect three years ago built the Metropolitan model apartments. In this case, the Metropolitan Life Insurance Company was asked to loan a sufficient amount to accommodate 4,500 families. To build these

housing units, mechanics offered to donate a half-day Saturdays and an extra half-hour daily, making in all six hours a week for which they were not paid. The legislation which permitted the life insurance company to invest its funds in this project limited the rental to \$9 a room a month. Despite a great many difficulties and the peak prices paid for material, the project was completed and the Metropolitan is earning 8 and 9 per cent on its investment, although the man who proposed the plan promised only 6 per cent to the corporation. Last year, the same architect completed the group for the Standard Oil Company at Bayonne.

The new labor-owned apartments are to be sold co-operatively, but it would be possible to rent them, if they were to be rented, for from \$12 to \$14 a room instead of \$20 to \$25 a month per room asked in the same neighborhood. The strongest feature of this new labor housing is the economy in financing, as the architect pointed out a few days ago. He said:

The economy in the financing is the strongest feature. It promises to make the payment of the co-operators several dollars a room a month less than the market rentals for the same accommodations. Several years ago I pointed out that the principal obstacle to low-priced housing was not so much the high price of construction as the high cost of financing in the speculative real estate market. Recently the New York State Commission on Housing and Regional Planning states that this figure averaged from 9 per cent to 10 per cent on the total cost. This item covering the interest on the various loans, the discount, fees, bonuses, profits, altogether amounts to more than half the tenant's rent. Here, in the labor-project, the maximum charge for any portion of the money will be 6 per cent return and will be turned over to the co-operator at cost, thus making a saving of at least one-third of the cost of financing alone.

In this new venture of labor unions there will be thirty-four apartments on a floor. One of the causes of lost sales, namely, the small size of rooms, will be overcome, for the rooms in these new labor apartments are to be good-size ones. The living-

rooms range from 200 to 210 square feet, the dining rooms from 185 to 200 square feet, the bedrooms from 140 to 165 square feet and the kitchens about 100 square feet.

A specially-organized corporation called "The Labor Home Building Corporation" will take charge of the construction work and financing of this first undertaking and the others which are planned to follow. A subsidiary corporation has also been formed, known as the Union Workers Co-operative Building Association, Inc., to own and manage the building. Its stockholders will be composed exclusively of tenant owners. Since the total membership of the union starting this plan and its affiliated unions totals more than 100,000, it is easily to be seen that immediate new purchasing power will result when the building is finished. Part of the saving in rent will undoubtedly go for buying materials to furnish these apartments, and articles of wearing apparel, which at the present prices, men cannot buy because so much of the money they earn goes for rent.

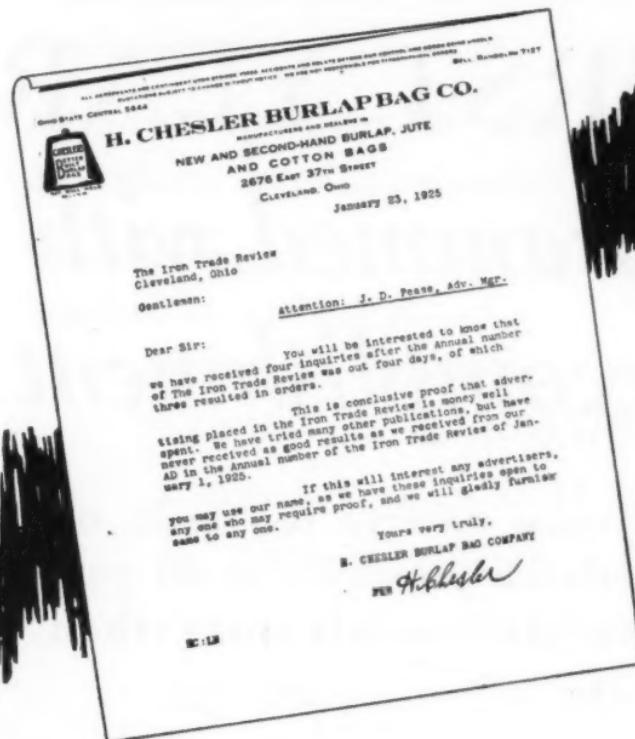
Men interested in sales and advertising will watch with interest the way this first move on the part of union labor to reduce its own rent works out in New York City. If it proves feasible and other wage earners in different parts of the country co-operate to reduce their own rent, it is reasonable to believe that the idea will spread as rapidly as the labor banking idea has spread. And any plan which releases more money for the purchase and more room for the storage of a multitude of new products will be of great interest to manufacturers in a wide diversity of lines.

Joins Consolidated Advertising Service

Wilfrid C. Thomas has joined the Montreal office of the Consolidated Advertising Service, Toronto, Ont. He was formerly with J. W. Clements, Buffalo, N. Y., printer, and the Toronto office of the Consolidated Press Limited.



Again Proof~



INDISPENSABLE
I TO INDUSTRY

A PENTON PUBLICATION
CLEVELAND



MEMBER
A.B.C. & A.B.R.

ONE YEAR OLD THIS WEEK

Liberty's
FIRST YEAR
*Crammed with
Accomplishment!*

Because Liberty has built, on bed-rock principles, a net paid circulation of more than 1,000,000—

Because nothing but editorial merit has actuated its growth—

Because the manner in which this first million was secured makes future growth inevitable—

Because it has directed its cir-

EK
culation to be of known value
to its advertisers—

Because its make-up means that
"an advertisement in Liberty
can't be buried"—

Because more than 200 national
advertisers have appeared—

Because many of them have
testified as to results—

*Liberty is a substantial
force for sales that must
be reckoned with when-
ever a national advertis-
ing program is in the
forming.*

5c **Liberty** *A Weekly for Everybody*

CHICAGO
Tribune Square
Phone Central 0100

NEW YORK
247 Park Avenue
Phone, Vanderbilt 7489

LOS ANGELES
406 Haas Building
Phone, Metropolitan 3172

THE net paid circulation of Pictorial Review for February was 2,203,000 copies.

For March, (as near as the net figures can be estimated at the moment), the circulation will be higher than February.

For April, the circulation will be approximately the same as for the March issue.

Pictorial Review not only has the largest circulation of any 15c. magazine published, but is growing consistently.

PICTORIAL REVIEW



Advertising Director

My Idea of Advertising's Greatest Achievement

Its Effects May Reach into Corners Which You Did Not Know Existed

By C. D. Karr

Advertising Manager, Holland Furnace Company

THREE are not many business managers who would believe in advertising if they did not believe that advertising increased sales. And so the average business man sees nothing at all in advertising but sales.

But, after all, sales amount to nothing but the trophy after the tournament is over. Important—absolutely essential—but the sale when completed is the reward, not the game.

Among advertisers there is a difference of opinion about what constitutes the most important result of advertising. And so the consistent advertiser who believes that good-will is most important directs his energies toward building good-will. The one who believes that the immediate sale is everything writes copy and chooses mediums to emphasize prices and terms above everything else.

But there are things that can be done with advertising that are far more fundamental and far more interesting than what is generally termed "good-will," and far more satisfying than the immediate sale.

There is nothing about advertising that interests me so much as the force that it can be made to have to influence the people that constitute the organization that is paying for the advertising. Next to that I am most interested in the effect upon the average prospective purchaser which results from the confidence-building advertisement which reads as if aimed at the mass.

Next in interest comes the protection that is acquired by the good advertiser—the protection for his identity and his stability.

And a fourth result of advertising that is particularly interesting is that the leading advertiser in

any industry positively forces his competitors either to advance or get out of the industry. If you doubt that, consider the imitators.

Advertising is one of the tremendous forces today in leading the world on to more convenience, more health, more comfort, and a keener realization of all the things that can be most enjoyed.

I can never think or talk much about advertising without giving credit to A. H. Landwehr for having allowed me to go ahead absolutely without interference—beginning when the Holland Furnace Company had no advertising appropriation until now that we have a pretty big appropriation. Without Mr. Landwehr's belief in people (including myself) it would have been wholly impossible to have ever got much beyond the analysis stage. And the analysis itself would have been a sorry looking sight without month after month of experience to mold our views and build our own confidence as we went along.

I shall try to mention experiences of our company only as they seem to apply to many companies and in referring to our concern I do so with the idea that some thoughts can be more readily accepted in a working sense that way, since the Holland Furnace Company is so "close to home."

THE MOUSE TRAP AGAIN

I remember that one business man of Holland, Mich., said that in his opinion advertising was a total waste. He declared that if every advertiser would quit his advertising, paths would, in reality, be beaten to the door of those of us who were building the best "mouse trap." His idea is that if the money for advertising was put into

the making of a better product, all merchandise would be better and business would be on a higher plane.

There are many people who hold this view, and it is strengthened particularly when voiced by a man in a successful business, like the one who made the statement.

Now it happens that this gentleman is in the shoe business, and that his company is not advertised.

But surely he knows that his shoes are advertised by others! They are advertised under the names of stores that sell them. And these stores can change from his shoes to other shoes any time the stores find it advantageous to do so. The public would not know the difference. The fact is that while the gentleman in question was giving backing to the mouse-trap theory, I found myself recalling several trips I had made to Chicago to buy Marshall Field shoes, not knowing these shoes were made in my own city. And it was fresh in my memory that Marshall Field and Company had recently persuaded me to change to another shoe. And I can now say that I have since bought nothing but this other shoe, simply because I have grown to like it better than any other. I certainly do not believe that the shoes I wear are any better than the shoes made by Mr. Mouse-trap man of Holland.

Marshall Field and Company do wonderful advertising. And the store has to live up to the obligation put upon it by this advertising. I. C. Lambert, conceived the idea of its being called "The Cathedral of all the Stores" and it is just that in the minds of the people and so it had to be that in reality, too.

It isn't what is said in an advertisement so much as what the public accepts that counts. And I accept that Marshall Field shoes form their part of the Cathedral. So do you.

Marshall Field's store has always been a great advertiser. It was advertising that built the Field atmosphere and it is advertising that will maintain it. If

it were not for Marshall Field advertising and the public demand that we know can be fulfilled there, it would not be necessary or profitable for them to sell such high-grade shoes as the product made in Holland.

Money put into good advertising does not lessen the worth of the product. It puts an obligation upon the maker and the seller and every soul connected with the product. And the product or service must measure up or be thrown out of the race.

ADVERTISING AS INSURANCE

The product that sells is advertised. And the concern that does the advertising to sell that product is the one that creates the public confidence which is the real insurance against baffling, unforeseen developments that are bound to come with every decade of commerce.

One of the great wagon-makers of twenty years ago went into the automobile business. After producing good cars for a few years, they had a year of very poor cars. Then they discovered their mistakes and within two years were doing one of the most enviable businesses in the country.

Suppose this company had sold all their cars to dealers and the dealers resold them under dealer names. The dealers naturally would have quit the maker cold, when the mistakes were made, and the maker would have had nothing whatever to rebuild on.

It would be foolish to argue in this day and age with an idea of justifying advertising, but the thoughts of the objector do help to bring out the results of advertising that are not always so obvious as sales.

A recent issue of PRINTERS' INK tells how a fruit growers association of Florida advertises in newspapers directly to the growers themselves, explaining why it is profitable to pack and ship only the ripe and good quality fruit. The association claims that they have but one purpose back of the campaign. And if that is so, there must be the belief that each indi-



A vast army of automobile tourists will soon be making ready for their journeys. They will need many things besides automotive equipment.

You can get your message to them *direct* by using Donnelley's Automobile Owner lists. These lists are as accurate as it is humanly possible to make them. And *duplications are eliminated when we do the complete mailing for you* — thanks to our perfected system of checking.

There are more than 17 million auto owners

in the United States. Of course, only a percentage of these will go on tour BUT—each is a potential buyer of service or commodity of some sort.

Our catalogue and literature are yours free for the asking. Investigation will place you under no obligation.

**The Reuben H. Donnelley Corporation
NEVADA, IOWA**

**Specializing in Automobile Owner Lists
and Automotive Statistics**

vidual grower is more impressed by having the public also see the advice given him. And that is interesting and sound sense. If it were not for this weight of supposed public opinion being forced upon the grower, how much more direct it would seem to be to send each grower a circular letter.

But what is still more interesting is the public confidence that is built by these suggestions to the grower in a general daily newspaper. This idea of getting the consumer to read advertising over the shoulder of the producer is extra good advertising whether it is done for that purpose or not.

ADVERTISING IS A PACE MAKER

And getting the producer to read over the shoulder of the consumer, so the producer must keep his product up to the standard that he knows the consumer is made aware of—that is just as good advertising. It is that most interesting result that I have spoken of: Establishing the reputation of the advertising to the producer so that he must live up to it.

It is often remarked, indefinitely, that the advertising of a concern should be in the lead. Now in connection with the Holland Furnace Company advertising I shall give an illustration which could apply to other organizations. Holland furnace advertising made it imperative a few years ago to have an engineering department. Then it made it advisable that the engineering department be more and more influential. Finally, advertising made it absolutely essential that the engineering department live up to a reputation that, in connection with the advertised obligations of the branches, forces all Holland installations up to a higher and higher standard.

And this development has taken place without an increase in price. The buyer is getting much more for his money.

There is a universal dread of going backward. So it does pay to give a man or an institution a reputation to live up to.

Probably everybody has some

time or other been introduced to an audience in a way that seemed flattering. What did you do then? Did you carry out your part at your worst? Or did you try to live up to the introduction, the advertisement of yourself? You did your best, of course.

Now the question in your mind may be: Is not this false advertising? Is it not untruthful or insincere? Certainly it can be. But good advertising is not false. It tells the good things that are true—tells them acceptably. It builds by degrees—one virtue at a time. And that is one reason why there must be vision behind an advertising campaign as well as analysis. There must be the dream of what can be accomplished in the building of morale and a better product and the patience to allow the building by degrees.

A new pavement on a residential street is a mighty fine thing for merchants. A new pavement creates a new reputation for the people in every residence to doll up to and live up to. Plumbers, electricians, furniture men, masons and carpenters and others who are really wide awake ought to know enough to solicit business along any newly paved street. The pavement has advertised what to expect of the people living along it and the result has been demonstrated time and again.

Considering the great improvements that have been brought about in advertised products due largely to improvements in the personnel of the organization—better goods without extra charge—we have the proof that advertising, by increasing demand, actually does effect a wholesale price for everyone.

Nobody will deny that the Holland Furnace Company has a personnel far superior to that of a few years ago. Some will say that that is nothing but a natural development. But keep in mind this one fact: Every branch manager knows that the people of his county have read what to expect of him. He also knows that his neighboring branch managers are compelled to protect him and Hol-



H.C. Bohack Co. Inc.
use
Amerseal

Even Oil Can't Leak Through the Amerseal!

Oil is the most difficult thing in the world to keep from working its way along the threads of a cap and leaking out. Only a cap whose closure is perfect, is able to achieve this. Amerseal is the one cap on the market that is constructed with equally spaced lugs and a wire edge—and it's patented. That's why the great Bohack Chain Stores specify Amerseal for their salad oils.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variation in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely air-tight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the figures. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

**Amerseal Your Product
A Better "Seal-and-Re seal"
Is Not Possible**

**AMERICAN METAL CAP
COMPANY**

Brooklyn

Branches in the following cities:

Chicago

Cleveland

Detroit

St. Louis

New York

Los Angeles

San Francisco

Portland

Seattle

Louisville

THE ONLY WAY TO ADVERTISE "QUALITY"



{ *An open letter to a manufacturer
who seeks to place his business
on a higher plane.* }

There was once a wise man who told a king that he had discovered a way of making gold out of sand. He explained the process which seemed quite easy, except for one thing. If during the operation the king once thought of the word Abracadabra, the charm was broken and the gold would not come. The king tried and tried to follow the directions, but he could not keep that word Abracadabra out of his mind, and so he never made the gold.

That word "quality" is one of the worst in the language. It means so much that it means nothing. It is so often used wrongly that it cannot be used rightly. The only way to convey the idea of quality in an advertisement is to leave the word out.

In the advertising of a business whose goods really possess quality, which are fine in workmanship and tasteful in design, the workmanship and the good taste must be put into the advertisements. And the word "advertisement" must be stretched to cover every single piece of printed matter that reaches the eye of the public—every label, price ticket, wrapper, package, carton, sign, delivery wagon or display rack. Each must possess and show the good taste, the quality that is in the goods.

It is not an easy thing to do. It is not a one-man job. It needs writers, artists, designers, typographers. It needs vision, imagination, taste, temperament—in short, an organization trained to seize upon the few things—they are always few—that will spell that word "quality" in every form of advertising, without ever breaking the charm by using the word itself.



CALKINS & HOLDEN, Inc.
247 PARK AVENUE, NEW YORK CITY

land standards because the people of those counties also know what to expect.

It is perfectly possible to *drive* a thousand salesmen to thinking in terms of helping others to make their houses into homes, instead of just selling goods. It is not only possible but it has been done.

Advertising used as a machine to force improvement into any field of endeavor justifies itself as an investment by that alone, but cannot help bringing with it a wake of public interest, confidence and demand.

CREDIT STRENGTHENED

One thing that has happened in connection with Holland Furnace Company advertising is the strengthening of the credit situation. The terms given to the average purchaser today are much shorter than they were before the advertising was begun. And this condition gradually improves year in and year out, regardless.

A normal interest charge on the money in hand and the results of this additional money put into the business far more than pays for a very healthy advertising appropriation.

Why have the terms grown shorter? It is because of the greater demand and public confidence, and the greater confidence in Holland selling itself. There are other reasons but that is the part advertising plays.

This article seems long enough to me but I don't like to close it without referring again to the tremendous effect on the individual that advertising can have when he realizes that it must have convinced a great many other people. The desire to be on the band wagon is perhaps the greatest general weakness at which an advertiser can aim.

People do so love to pretend that their opinions and decisions are individual! But they dread the lonesomeness of actual individual opinions even more.

Make a man believe that a thousand people think well of your product and he may attempt to deny it, but public opinion alone

will almost surely get him on *your* band wagon. And yet some folks question the value of testimonials.

But now I am getting off toward methods instead of results.

And I have not given much expansion to some of the points I have enumerated. The subject covers too much ground. I will refer to only one of them again. It is regarding the protection of the advertiser.

The man in charge of a well-advertised business is in control of it. The man at the head of an unadvertised business may have very high motives and ideals but they are constantly in jeopardy. In the final analysis he must do what other business men, better identified, tell him to do.

And with regard to the profession of advertising itself, the ideals of life are pictured and worded in advertisements as backgrounds or atmospheres for products and services, more than in any other literature. It is only natural. Advertising is forever suggesting advancement.

Advertising gets all of us more for our money and more for our energy. The stuff that doesn't do it is not advertising.

W. H. Kelley with Buckhout & Company

W. Harvey Kelley has joined Buckhout & Company, Inc., Chicago, distributors of Edwards Silent Servers, as vice-president in charge of sales and advertising. He was formerly with the Hower Advertising Company, Denver, Colo., and at one time was advertising director of the Julius Andrae & Sons Company, Milwaukee.

New Account for A. Eugene Michel

The Peerless Unit Ventilation Company, Inc., Long Island City, N. Y., manufacturer of unit ventilating systems, has placed its advertising account with A. Eugene Michel and Staff, New York advertising agency.

Red Bluff, Calif., "News" Appoints F. R. Moerke

The Red Bluff, Calif., *Daily News* has appointed F. R. Moerke business manager. He was recently a member of the advertising staff of the Sacramento, Calif., *Bee* and formerly was with the Chico, Calif., *Record*.

1925

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Dealers on Window Display Advertising

HERE is important, useful information of interest to many.

This Booklet—one of a series of three—contains homely truths about Display Advertising Material. The data in each was given us by the men behind the counters of



HARDWARE STORES
DRUG STORES
GROCERY STORES

IF your product is distributed through these contact-points with buyers, you will want to read these facts. Many letters have been received from Manufacturers and Advertising Agencies endorsing the idea.

IF you have not received a copy of the Hardware Booklet, let us know—on your business letterhead—please. If you would like copies of the other two booklets—mention that also. The editions are limited.

THE MUNRO & HARFORD COMPANY

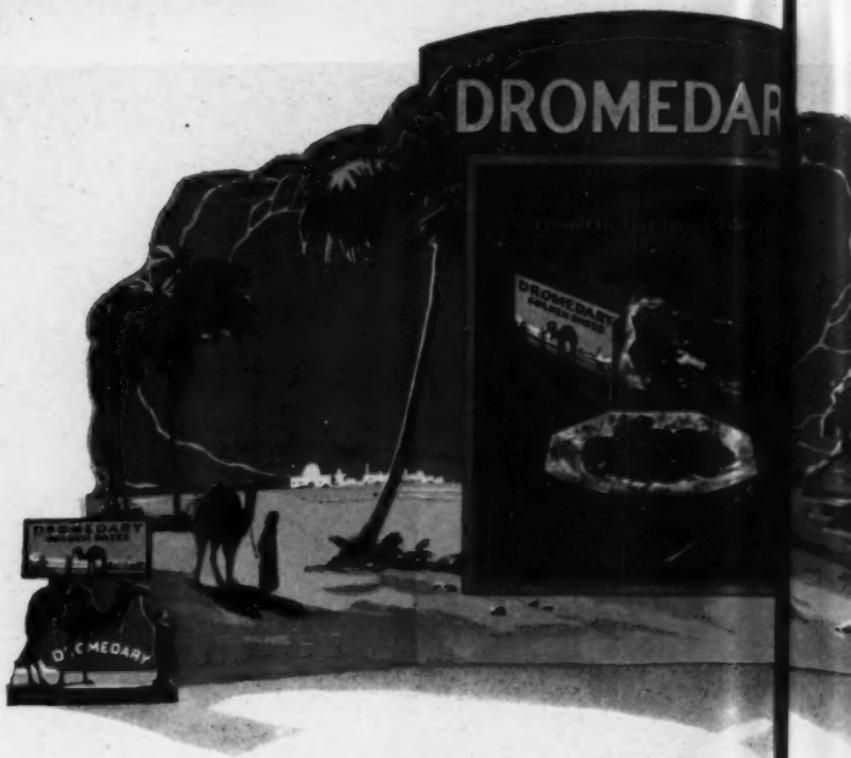
COLOR IN ADVERTISING



PAT. OFF.

REG. U. S. PAT. OFF.
DESIGNERS AND MANUFACTURERS OF
LITHOGRAPHED AND PRINTED DISPLAY ADVERTISING

416-422 WEST 33rd STREET, NEW YORK



"We are daily receiving," writes the Hills Brothers Company, referring to this Display, "more direct-from-the-dealer requests for it than we ever before received for any of our display material—and we have had many letters indicating this display's unusual sales value."

Our sixteen years experience and hearty co-operation is offered to manufacturers who would like suggestions that will improve and increase the value of their Dealer Helps. An inquiry never obligates.

THE MUNRO & HARFORD CO.

CREATORS AND MANUFACTURING LITHOGRAPHERS
OF DEALER DISPLAY ADVERTISING

416-422 WEST 33rd STREET, NEW YORK

COLOR.

IN



ADVERTISING

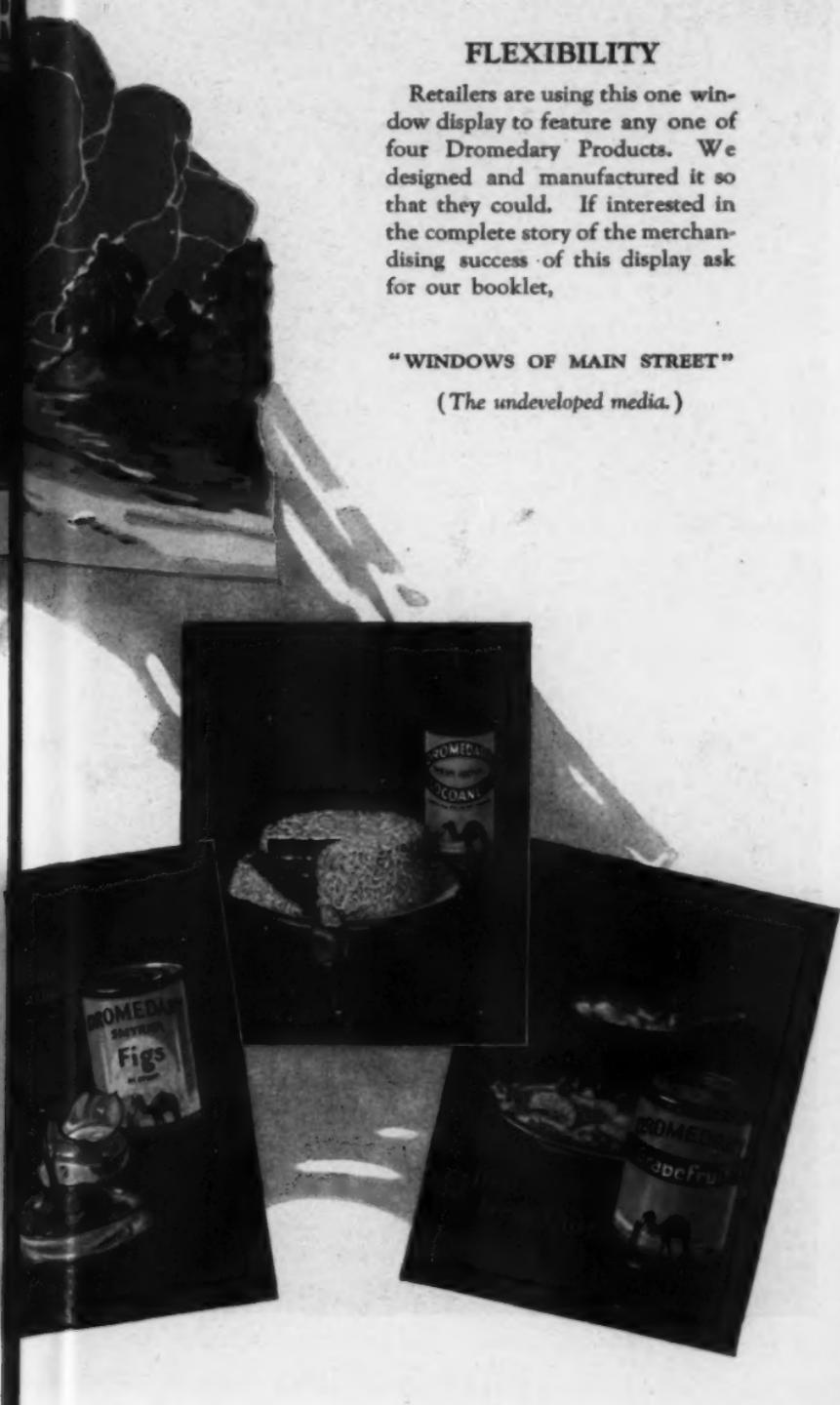
REG. U. S. PAT. OFF.

FLEXIBILITY

Retailers are using this one window display to feature any one of four Dromedary Products. We designed and manufactured it so that they could. If interested in the complete story of the merchandising success of this display ask for our booklet,

"WINDOWS OF MAIN STREET"

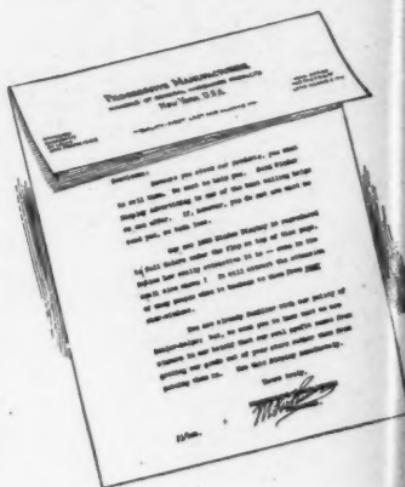
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Merchandise your Window Display Advertising

—and make it more productive! Merchandise it thoroughly—to your dealers, your sales-force. Properly done, it brings results.

One of the most practical means of merchandising Display Material, of all kinds, is our



PATENTED FOLD-OVER LETTERHEAD

REG. U. S. PAT. OFF. 1394362

This patented fold, shown above, is adaptable in many ways. It is used to effectively illustrate, in full colors, the Display Material itself and to carry a convincing 'selling message' alongside of it.

We will be glad to submit suggestions and give you further details. We can show you a way to make your Display Advertising Material sell more goods and be welcomed by the Dealer.

THE MUNRO & HARFORD COMPANY

COLOR IN  ADVERTISING

REG. U. S. PAT. OFF.

DESIGNERS AND MANUFACTURERS OF
LITHOGRAPHED AND PRINTED DISPLAY ADVERTISING

416-422 WEST 33rd STREET, NEW YORK

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Squeezing Secrets from Salesmen's Letters to Headquarters

This Sales Manager Finds That He Can Learn More of an Intimate Nature Concerning His Men from Correspondence Than from Personal Conversation

By W. R. Heath

"A SALESMAN gives away his innermost business secrets in his letters to the home office," said a psychologically inclined sales manager, "and I have found that it pays to study them most carefully, analyze every word in them, and then use this information to help the salesman. You may think you know a salesman because of personal contact, and not really know him at all. His letters, however, will give him away. They are the quickest and surest routes to his habits and his weaknesses. He will put down in his correspondence, without ever intending to do so, thoughts, admissions, secret ideas which might never come out in business conversation and contact.

"I take pride in the special files pertaining to the sales force which I keep. These letters are kept separate and apart from all other correspondence. And in order to keep the files active, I encourage my men to write to me.

"I have known young salesmen for several years, talked with them, discussed their problems, tried to help them, and, at the end of the period, barely succeeded in becoming acquainted with the outer crust of each man. Something was always held back. There was a reserve which it is quite difficult to explain. But the same men would write letters which gave away the very facts I needed most in training the individual and protecting him against himself.

"Just imagine what this file of letters from my men has meant. Jim is slipping. He has done well and there is no reason why he should slump at this particular time. Very well. I turn to the file which holds all of his corre-

spondence for six months or a year, and read it carefully. Before I have finished, the chances are I will know where the fault lies and can correct it at once. Sometimes a letter to such a man, sent out on the road, *will perform things which are close to miracles.

"I think it will be possible for me to illustrate exactly what I mean, by giving you an insight into a few of these letters from salesmen, and the action which they suggested. These may be homely cases, but to the men in question, the problems involved loomed large.

"Here is a letter I received from a man of almost fifty, who had been with the house long before I assumed my present position. He is a bachelor, quiet, well-mannered, industrious, but for almost a year, his sales had been falling and it seemed impossible to assign a reason. Then a letter came to my desk which explained everything. It read:

Called on Cooper, Ellway, Marcks and the Hedgefield people, and could not make a dent although we have been getting along famously with them for almost fifteen years. And I didn't have much better luck with the old-timers out in Roanoke. It seems to be bad all up and down the line with me.

Frankly, I believe the X people have a newer line with better packages and far better advertising. Everywhere I go, I hear their present advertising campaign in colors mentioned. A man can't sell goods if this sort of thing takes place.

By the way, I was wondering if I could get off for a month or so this summer. I'll do it on my own and not expect even part pay, despite my years with the firm. Do you folks around the shop know that I have been at the wheel for thirty years? It's getting on my nerves. My hair is getting as white as if I was ready for the Poor Farm and quits. They are selling mighty cheap tickets to Europe these

days and I have enough saved up to breeze over to rural England for a four-weeks recreation trip. I think I am getting mossy.

"There is no mystery to a letter of this character. The entire story was plain to me after the first reading. Here was the oldest man on the staff, and he had grown a little stale. He had lost faith in himself. They had 'kidded' him about his white hair until he was beginning to think he might be too old for the business. As a matter of fact, he was in his prime. He was never more valuable to us. It was simply that he had become self-conscious in the matter of his years. And that can hurt a salesman, once it gets a hold on him.

"Shortly after, the firm gave him a summer vacation of a month at full pay. He took his jaunt to England, and returned, as fit as a fiddle. At the present time he is doing more than any other salesman on the staff. And the reclamation came from one of his own letters.

"Here is a letter from a younger man, a newcomer, full of ambition and eager to progress. But for all his ambition and all his zest, he had made few friends and brought in few orders. This letter showed what was wrong. He had written:

If you receive a letter from Mr. ——, pay no attention to it. He is the worst old fool that ever drew breath. I tried to tell him what our plans were for the new product and how we intended to advertise the old line, in farm journals and the regular magazines. All he did was to sit and sniff. Finally, I out and told him what I thought. He told me to get out, but at least I had the satisfaction of letting him know where he got off. I consider my time is too valuable to bother with an ass who simply refuses to listen to reason.

Had very good luck in Atlanta and Macon, but struck a terrible bunch of rubes down in Selma. There was one jayhoop who is quite a factor in the village. He knows every jobber well enough to pat him on the back, and he has political pull, too. I had a talk with him, and it was his idea that we were about two hundred years behind the times in everything we did. I said to him: "Mr. ——, you can't talk that way about my house. I won't stand for it." The thing ended up in a riot.

"This letter told as much of

that youth, and more, than any palm or head-reading. I could see that he was allowing his temper to get the best of him. If folks failed to agree with his way of thinking, he simply pitched into them and did some sassing, and no salesman has any right to travel that route.

"It was not difficult to get this salesman and talk sense into him. We had not suspected his real trouble until his letters began to come in. Then we knew the spot in the apple.

"Salesmen will seldom give away their frailties in home-office talks. But their letters are very apt to do that very thing.

"Read between the lines of this bit of correspondence:

Had a wonderful day. Worked right on up to six with the L—— people, and came away with an armful. Felt so good that I had to celebrate. Met Joe G——, of Boston, who was away down here on a real estate deal, and we took a couple of local belles to a show and then for a feed. But this Southern likker is raw stuff. The next morning, on the Pullman, I had a head as big as a barrel.

"And another letter from the same man:

Rained all day and there was a county fair in town, which made it all the worse. Business men in this section will close up their places if there is a trained pig on exhibition. Met G. H. K. and he was more interested in the Fair than anything I could talk to him. So we went out and looked the live stock over. Ended at a country tavern fifteen miles distant and it was some live place.

"As a rule, this salesman did not go in for explanations regarding his happiness fetes, but I soon began to notice that if I kept pace with the letters he wrote, there were a few couched in the above mood. Of every twenty letters, at least one gave his habits away.

"I had a long talk with this boy when he returned, after a trip which was none too successful. And finally he confessed that his social affairs might be interfering with his business. He promised me faithfully to stick to selling. And he kept his word. After that, it was rather interesting to see how his mark went upward on the

Pointed Paragraph No. 3

Here's a check most any advertiser can cash. College Humor has checked more than three thousand individual newsstand sales. And this check shows that the majority of College Humor's 300,000 buyers range 18 years to 36—mostly the collegiate type. Where is the advertiser whose product won't sell better to these freer spenders, with more wants and more alertness for newer and finer things?

College Humor

CHICAGO

B. F. PROVANDIE
Advertising Director
310 S. Michigan Ave.
Harrison 3433

NEW YORK

GEO. W. STEARNS
Eastern Manager
Flatiron Bldg.
Ashland 7329

chart. His failing had been too many 'good times.' But nothing he ever said when he was 'back home,' at the office, had ever indicated this trend.

"Here is a letter which will interest you. See if you can pick out the lead it gave me, in correcting a fault:

Had a fairly good day, but reached the hotel at four o'clock, completely exhausted. Had the maid bring me up tea and toast and went right to bed. No appetite. There is nothing doing in any of these towns after three or four o'clock. That's their idea. I call them up from the hotel, along late in the afternoon, so as not to waste my time, and the answer is always about the same. They are leaving for home.

"Here was a salesman who was working on three-fourths time. He thought he was always ailing. But there was really nothing at all the matter with him. Laziness was his chief fault and it had become a habit without his quite realizing it.

"Secondly, he gradually came to feel that there was no need of working after a certain hour in the afternoon. And he tried to make the telephone take the place of a personal call. Under certain circumstances, this is the most fatal of all habits a salesman can form.

"I would have never known, in home office conversation, what the trouble was with this particular salesman. His letters gave him away, although only one letter out of a hundred might touch upon the vital facts. But once a sales manager gets these pointers, he is in a position to take the initiative. He knows what to do. In two weeks I had whipped this salesman into shape. He saw the truth of what I had to say.

"Here is a rather familiar type of letter:

Called on three of our old customers today and met with same reception everywhere; they think we have grown old-fashioned and arbitrary. No salesman can fight this combination.

When I looked over what the X people are putting out, and note their free literature and their patented devices, I can see why our own stuff has had sledding. They certainly are progressive out there in Ohio.

You ought to see their window trims. I never saw anything prettier in my

life. Those trims must cost four dollars each and the best we seem to be able to do is a card.

"Here was a man who did not believe in his own proposition. He was so impressed by window trims and labels and small additions tacked on to a competitive line, that he thought his own company was out of date and unprogressive.

"In almost every other letter, he harped on these same points, not realizing that the 'inventions' used in the competitive line were of small consequence, and that window trims are not the most important item in the world.

"We, at home, knew that our goods were far better than the line manufactured by the competitor, and any salesman with half a head should have realized the same thing. Here was a man who saw only the glitter and glare of superficial items. And he allowed them to blind him to his own line.

"We brought him back and gave him two weeks in the factory. We made him visit the laboratories and the showrooms, where sample models of all competitive lines were on display. He came out from that with a real, live respect for what he was selling. And this was all he needed. His letters home had made it possible for me to bring him around."

De Forest Radio Sales

The De Forest Radio Telephone & Telegraph Company, Jersey City, N. J., reports that gross sales of radio tubes and sets for January and February, 1925, were over \$1,000,000, or more than 40 per cent of the business reported for 1924. Sales for March are estimated at more than \$400,000.

Hosiery Account for Fox & MacKenzie

The Pennsylvania Silk Hosiery Mills, Inc., Bangor, Pa., maker of Priceless hosiery, has placed its advertising account with Fox & MacKenzie, Philadelphia advertising agency.

J. D. MacDonald Joins "All-Sports Magazine"

J. D. MacDonald, formerly advertising manager of *College Humor*, has joined the advertising staff of *All-Sports Magazine*, Chicago.

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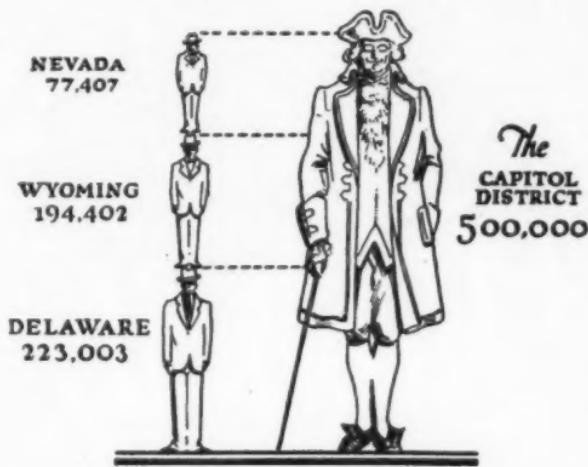
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Covering '3 States' for 15c a Line

IF you could cover the states of Delaware, Wyoming and Nevada for 15 cents a line, you would consider it a mighty good buy.

If you were shown that better than one family in every two in these three states was reached by a newspaper at this low rate, you'd feel it was an even better buy.

If you were shown that a \$5,500,000 weekly payroll awaited your product in these three states, you'd jump at the chance to reach these buyers at this unusual rate.

This low rate, this complete coverage, this great buying power are offered you every day in The Capitol District of New York state by

THE KNICKERBOCKER PRESS
and
ALBANY EVENING NEWS

Publicity Art Service

112 East 19th Street
NEW YORK

Fifteen years of
steady growth in
the field of Com-
mercial Art is evi-
dence of high qual-
ity workmanship and
reliability.



*Photo Retouching
Designing
Lettering
Color Work*



When new ideas won't come

"HOW can I get something new to assure preferred attention? How can I present my direct-mail message differently?"

Use a distinctive fold! Make your message attractive by an away-from-the-ordinary CLEVELAND Fold.

If your printer has a CLEVELAND Folder, he can show you many unusual attention-getting folds. He is able and willing to give you real ideas.

The CLEVELAND makes all the folds made by all other folders and a great many none of them can produce.

210 Different Folds in All

We'll be glad to supply the name of the nearest CLEVELAND-equipped printer.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY 1929-1941 East 61st Street, CLEVELAND
NEW YORK CHICAGO PHILADELPHIA BOSTON

Bakelite's Round-Robin Advertising Comes Home to Roost

The Bakelite Corporation Sets Out to Help Everyone Who Makes, Sells or Buys Products Containing Bakelite or Which Might Be Made from This Substance

By Charles G. Muller

THE Bakelite Corporation makes a chemical substance in the form of a raw material that you and I are using in such manufactured products as radio dials and panels, cigarette holders and beads. This raw material is made into the timers we have on our automobiles, and into propellers for Uncle Sam's airplanes. It goes into machinery as noiseless gears; the chemist uses it as a container to measure out acids and alkalis; it takes shape in the electric plugs your wife uses on her iron, and she also carries it around in the shape of a vanity. There's the field that Bakelite must cover.

But the Bakelite Corporation itself does not make these things. It makes only the raw material which it sells to six laminating companies and thirty moulding companies. Then, in turn, these thirty-six concerns laminate or mould the raw Bakelite into such pieces as radio parts and electric instrument parts which they, in turn, sell to radio, electric and other manufacturers who, in their turn, sell through various trade channels to the public.

So, strictly speaking, the company has only to sell its product to the thirty-six licensed moulding and laminating companies. But the company sees its field with a wider vision. It sees that by going still further and helping the manufacturer who puts the finished Bakelite parts into his product, and by helping the dealer who sells the final product, the company can reap the richest harvest. It sees that every new customer gained for dealer or manufacturer means that much more raw material in demand.

So instead of concentrating solely on assisting the manufacturers who use the raw material,

the producer sets out to help everyone who makes, sells or buys products containing Bakelite or which might be made from this substance. This calls for a very large amount of advertising, a wide variety of material and ideas, and a comprehensive plan. It is a great task and one which, like the proverbial snowball, once started, gathers momentum and bulk because every new manufacturer or dealer who comes into the fold means a need for that much more advertising of the Bakelite name by the producing company.

Of the six large industrial fields that draw on Bakelite, radio is the largest. Then come the electrical and automotive fields and the fields of mechanical equipment, jewelry and smokers' articles. It is to tell manufacturers and dealers in these fields the story of Bakelite and to keep them in touch with new research discoveries as well as with new advertising that Allen Brown, advertising manager, uses an interesting schedule which calls for direct-mail advertising to each industry.

MONTHLY MAILINGS

Monthly folders hold first position on the schedule. They are mailed to each manufacturer and dealer in each of the separate industries. These mailings paint in the general Bakelite background by picturing the product's many uses and by showing how it reduces cost and improves quality. The pamphlets cover all of the product's many angles. They tell how the product reduces sales resistance and how, besides being economically made on a large scale and sold at a fair price, it constantly becomes more adaptable and less costly. They relate the history of the product,

the story of the organization behind it, and furnish the details of Bakelite advertising. All this builds up confidence and makes for a more complete appreciation of the product by the industries using it.

Then, when the research laboratories work out a problem that closely concerns the manufacturers and dealers in any one field, a special leaflet carries the news of this latest development to the interested industry. Radio is allotted four of these information folders. Each of the other four industries has two a year, sent out at the most opportune time. New ideas are being developed so rapidly that this mailing plan is followed with a fair degree of regularity.

With one folder of this sort, the company shows the laminators that it is behind them, shows manufacturers how it is advertising radio, shows dealers how to capitalize on the Bakelite name, and, at the same time, gets dealers to give further advertising to the company's name. A sample of how the company achieves all these results is a recent folder sent to the radio industry, directed particularly at dealers.

This folder was intended primarily to back up the laminators, who make radio parts; to show them that the company is as eager as they are to increase their sales. One half of the outside of the leaflet had a list of the eight newspapers in which the principal spring newspaper advertising was run. These eight papers were in six key cities in which laminators were doing the most business.

Inside, at top and bottom of the folder, were reproductions of six advertisements featuring the panels, knobs and other articles which laminators supply to radio manufacturers. Between these advertisements was copy that urged the radio dealer to watch for the company's newspaper advertisements in his city and to cash in on them by featuring Bakelite products in his own advertising, in his windows and in his selling. Besides pointing out to the dealer that the sale of Bakelite parts and sets in which it is used should be

greatly stimulated by this spring campaign in the big newspapers of the country, the copy went on to tell him that the series would run for ten weeks and would be resumed next fall and winter.

Thus one pamphlet ties up newspaper advertising with dealers'

BAKELITE

95%

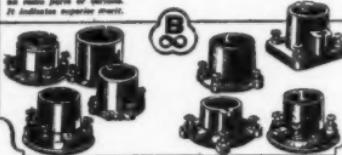
of all radio set and parts manufacturers use Bakelite.

Good insulation in tube sockets is vital to clear reception. Experienced radio fans insist upon Bakelite.

Write for booklet

BAKELITE CORPORATION.
247 Park Avenue New York, N. Y.
Chicago Office 630 West 23rd St.

Look for the Bakelite mark
on radio parts or receivers.
It indicates superior merit.



THIS IS TYPE OF NEWSPAPER COPY USED FOR PURCHASERS OF PRODUCT

local advertising, tells what Bakelite is doing and is going to do, and creates good-will among laminators, manufacturers and dealers. This is done during the best radio buying periods. In May, June, July and August, when the consumer market is not brisk, the company tells its story to the manufacturers through the manufacturers' trade papers. In this way, each particular field is given special attention.

And all this means that the company is acting as advisor and guiding hand for the thousands of manufacturers and dealers who use the product. In every conceivable way, Bakelite is helping them, giving them timely hints and making valuable suggestions.

Besides the monthly mailings and extra mailings, Bakelite tells its story in other booklets and advertising. For the moulders there

May 7, 1925

CHAIN STORE AGE

A MONTHLY BUSINESS PAPER
FOR CHAIN STORE EXECUTIVES

Leading National Advertisers
are using space in the

first Issue

—closing May 20th

MAKE your bow to the chain store field in this epochal first issue. The chain store executives of the country, who buy the merchandise and equipment for 75,000 stores, are waiting to know what YOU can offer them. CHAIN STORE AGE will cover 4,300 of the largest chain store organizations, in all lines of merchandise.

To catch the first issue—first issues always receive unusual attention—note the closing date
—May 20.

CHAIN STORE AGE
93 Worth Street, New York City
Telephone: FRanklin 1798

Ask for
Circulation
Analysis &
Rates

are books that practically serve as text books in that they give comprehensive instructions on how to use the raw material.

For presidents and high executives of companies there is a book called "The Story of Bakelite," which has brought many favorable comments.

The company reaches manufacturers who have no special problem, by issuing a general pamphlet for general inquiries. With another it reaches presidents who know their companies are using the product but who have no idea how many other companies also are using the product.

And in addition to all this, Bakelite obtains further publicity by getting the manufacturer to tie up his name with that of the product. This is done in a leaflet called "Tying Up with Bakelite Advertising." The cover of this shows a large retail cigar store that features its own name and that of Bakelite, the actual window display being pictured. The first of three inside pages shows recent advertisements in a wide variety of general and trade publications, to show the manufacturer how widespread such advertising is.

NO LIMIT TO SERVICE

An interesting sidelight on how far the company will go to assist the users of its product is shown in a book on rubber versus Bakelite which the company put out for the benefit of its manufacturers. According to the story, laminators came to the company and said that the rubber industry was threatening its field. The laminators declared they were going to combat this competition and the Bakelite Corporation gave its full support by getting out a booklet to be sent to manufacturers. The booklet treated each phase of electrical insulation and pointed out where rubber was more satisfactory and where the company's product was superior. In this way the company laid the case before manufacturers, helped its laminators and more firmly entrenched itself and its product.

Finally, the company tells its story to the general public in many

ways. One is by the use of inserts which manufacturers put in their packages and which tell of various Bakelite uses. Another way is by the widespread newspaper advertising already touched on. And now the story is being told to the public in full-page periodical advertisements that feature one particular property of the product — plus.

An example is an advertisement showing a huge elephant carrying an enormous tree in his trunk. It is headed: "Bakelite possesses strength — plus, heat resistance, electrical resistance, resistance to oil and water, permanent finish and color, light weight, hardness, resistance to acid, resistance to chemicals, resistance to warping — only in Bakelite are all of these qualities combined."

Then, to show the public some of its uses and also to tie up the manufacturers' names, the advertisement pictures such of the company's products as billiard balls, golf club heads, airplane propellers, each with the name of the manufacturing company.

Another advertisement, showing an alchemist in his shop, is headed: "Bakelite resists chemicals — plus heat resistance," and so forth. "Think of one material containing all of these properties!" Here again are pictured different products, such as fountain pens and chemists' graduates of transparent Bakelite, with the manufacturers' names. Such advertisements will tell the story of the product to the public once a month until August. After that, large consuming groups will be told about it.

Thirty motion picture prints are also used to tell the story. These reels are shown not only to groups which are potential consumers but to those young men in colleges who will go out into industry and later be in a position where their knowledge of the product's uses will make them likely prospects for the product.

Manufacturers who doubt whether such comprehensive advertising is worth while, who wonder whether it pays to spend money for so much good-will advertising,

Section 1

made by GRAMMES



Advertising that puts it over—Grammes and national advertisers work hand in hand

L. F. GRAMMER

**New York Office
Fisk Building**



**& SONS
~INC.~**

Also see
page 138

**372 Union St.
Allentown, Pa.**

Allentown, Pa.
Mfrs. Metal Specialties, Name-Plates, Display Devices, Advertising Novelties

Section 2

made by GRAMMES



Paper Weight



Pocket Coin



Watch Chain



Wall Pad Holder



Phone Pad Holder



Desk Calendar



Paper Fastener



Easel Calendar



Pin Badge



Thermometer



Anniversary Token



Wall Calendar

Advertising that influences indefinitely—Grammes co-operates with advertiser and agency

L. F. GRAMMES & SONS, INC.
Allentown, Pa. Mail us your new
advertising novelty catalog now
in preparation.
Name.....
Address.....

New York Office
Fisk Building



Also see
page 137

& SONS
Inc.

372 Union St.
Allentown, Pa.

the results of which cannot be traced in dollars and cents, will be interested to know that Bakelite figures that if from all this advertising it develops just one new use that single new use will pay for the year's expenditure.

New Accounts for Koch Agency

The Belle City Manufacturing Company, Racine, Wis., manufacturer of the Johnson Trackpull for Fordsons, the New Racine tractor and the Belle City silo filler, has placed its advertising account with The Koch Company, Milwaukee advertising agency.

This agency also has been appointed to direct the advertising of the Geo. J. Meyer Manufacturing Company, Milwaukee, manufacturer of Dumore bottle cleaners. Trade-papers reaching the dairy and soft drink fields are being used in a campaign which is now being conducted.

Joint Convention for Lighting Equipment Associations

The National Council of Lighting Fixture Manufacturers, the National Association of Lighting Equipment Dealers, the Illuminating Glassware Guild and the Associated Lighting Equipment Salesmen will hold a joint convention at the Ambassador Hotel, Atlantic City, N. J., on June 17, 18 and 19. Herman Plaut, president of the National Council of Lighting Fixture Manufacturers, is in charge of arrangements.

R. C. Rockafellow with "National Republic"

Ralph C. Rockafellow has been appointed assistant general manager of the *National Republic* and *Outdoors Pictorial*, both of which are published at Washington, D. C. For the last two and a half years he has been with the editorial staff of PRINTERS' INK.

Heating Apparatus Campaign Started

An advertising campaign has been started on Thatcher furnaces and boilers, manufactured by The Thatcher Company, Newark, N. J. Newspapers and magazines are being used in this campaign, which is being directed by Redfield, Fisher & Wallace, Inc., New York advertising agency.

Joins Cleveland Ad-Art Company

Paul C. Guntrup has joined the Cleveland Ad-Art Company, Cleveland. He formerly was advertising manager of the Ritter Dental Company, Rochester, N. Y.

Gain in Schulte Cigar Stores Profits

The Schulte Retail Stores Corporation, New York, operating a chain of retail cigar stores, reports a net profit of \$4,341,615, before taxes, for the year ended December 31, 1924. This compares with \$3,763,637 in 1923 and represents a gain of \$577,978.

E. D. Kenyon with Montague Lee Company

Edwin D. Kenyon has joined the Montague Lee Company, Inc., New York, typography. He was formerly with J. M. Bundschu, Inc., Chicago, typography, and with Henri, Hurst & McDonald, advertising agency, also of Chicago.

Has Erie, Pa., Real Estate Account

The Andrews Land Company, Erie, Pa., has appointed The John S. King Company, Cleveland advertising agency, to direct its advertising. A direct-mail and newspaper advertising campaign is planned.

Joins El Dorado, Ark., "News"

Kenneth B. Roy has been appointed general advertising manager of the El Dorado, Ark., *News*. He succeeds R. A. Ligon who has been granted a leave of absence.

Walz-Weinstock Appoints O. F. Thompson

Owen F. Thompson, who has been associated with Walz-Weinstock, Inc., Buffalo, N. Y., advertising agency for the last two years, has been appointed assistant treasurer.

Jewel Tea Sales

The Jewel Tea Company, Inc., Chicago, reports sales for the first three months of 1925 of \$3,259,710. This compares with \$3,104,695 for the same period in 1924 and is an increase of \$155,015 or 4.9 per cent.

New Rockford Advertising Business

W. Clyde Oliver, Arthur Gustafson and Oliver Gleichman have formed an advertising business under the name of The Unique Press, at Rockford, Ill.

H. M. Krugler with "The Gentlewoman"

Harrie M. Krugler, formerly Eastern manager of *Needlecraft Magazine*, New York, has joined *The Gentlewoman*, also of New York, as assistant to John B. Ferris, advertising director.

Correspondence Supervision for Small Concerns

There Are Inexpensive Methods of Getting Better Letters for Small Organizations

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

TEN years ago, correspondence supervision was a mere idea. Not more than two correspondence supervisors could be found to each 100 business concerns. Today, it is estimated that fully 50 per cent of the companies employing ten correspondents or more have some form of correspondence supervision, and that 40 per cent have a paid correspondence supervisor. Practically all concerns employing twenty-five correspondents or more have a complete correspondence supervision system.

But rapid and thorough as the spread of correspondence supervision has been among these large organizations, there has been very little effort along this line among smaller concerns. In many cases, the chief executive, in these companies, still holds to the old viewpoint that correspondence is merely a matter of business routine—something to be kept in the background of business importance. Or, he may not see the need of correspondence supervision in his own organization, or considers it impractical if he does see it.

Without any uniform system, each man is allowed to handle the correspondence as he may see fit. One man may have the customer's viewpoint; another may not. One man may be diplomatic; another may not. One man may be able to convey a good picture of the institution to the reader; another may not.

On the other hand the recipient of the letters does not look upon the institution as a collection of individuals, but as a unit. Every letter reflects not so much upon the individual who dictated the letter, as upon the institution as a whole.

Even among the better corre-

spondents, it is only human nature that, without supervision, each will fall into some familiar groove. Certain phrases will be used time and time again, until they become habitual. Also, there will be off days, days when the thoughts do not come rapidly, when the mind will wander. On these days, the correspondent will slip the familiar phrases in places where they have no logical relation to the text matter.

A letter reached me this morning from one of my acquaintances which closed in this way: "Thanking you in advance for past favors." I knew this man, had read letters coming from him before, and knew that, "Thanking you in advance" is one of his stock closing phrases. A little absent-mindedness, a stock phrase at the tip of the tongue, and the recipient of the letter gets a garbled message, without any real meaning.

A DANGEROUS STATEMENT

A few days ago, the complaint correspondent of a Middle-Western manufacturing concern received a letter from one of the firm's good customers. This retailer complained bitterly about a difficulty he had experienced with a shipment of goods, and threatened to discontinue the line. The complaint correspondent wrote a lengthy letter, explained the reason for the trouble and closed the letter as follows: "We do not believe that you have many complaints of this nature."

The sales manager, while perusing the letter, read this phrase out loud, unconsciously emphasizing the words: "We do not believe." The correspondent reached for the letter and said: "That's not the

What Really Counts in Printed Selling?

By George H. Sheldon
of Thresher Service

Not what you think about your product—
Not what your advertising agency thinks—
but

What the Public Thinks
and
What the Trade Thinks.

We make it *our business* to know
these fundamentals before we
start to spend *your money*.

THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flailad

meaning I intended to convey—I meant to emphasize the word 'many.' " He merely meant that the complaint was an unusual one. However, it would have been only natural for the irate customer to put the same mental emphasis on the phrase that the sales manager did, and to have taken it for granted that the correspondent was disputing his word. A little reconstruction left no possibility of a misunderstanding, and it is more than likely that a good account was saved by this change.

Most of the faults found in business correspondence would be easily overcome by a little watchfulness on the part of the correspondent—watchfulness which the correspondent would be sure to exert if he knew that his work was supervised.

Recently, correspondence supervision was discussed in the office of a concern employing approximately six correspondents. The opinion of the executive was that, at this time, the firm could not afford to go in for correspondence supervision. He claimed that for a concern of its size, this would be more or less of a luxury. On the insistence of the sales manager, an examination was made of that firm's correspondence for the last three months.

This examination was more than surprising to the executive. Letters were loaded down with meaningless phrases. Many of them showed that the letter had been handled in too hurried a manner.

The firm was a national advertiser, and its product was such that it paid in excess of \$10 for each inquiry. These inquiries were all handled in a routine manner—every inquiry received practically the same letter, although many of them contained queries which should have been answered separately. No two members of the sales department followed exactly the same system. The credit department and the complaint department often worked at cross purposes to the sales department in its correspondence.

This is not an unusual case. Almost any executive, who in the

past has not given the proper amount of thought to the correspondence going out from his institution, would receive a great surprise upon examining at random the carbon copies of any one day's mail. Without some form of supervision, it is humanly impossible to get the highest type of business letter in any institution.

Correspondence supervision, efficiently conducted, can accomplish the following things:

1. It can heighten the efficiency of sales letters.
2. It can reduce misunderstandings due to poorly constructed letters or meanings improperly expressed.
3. It can eliminate the time-worn, hackneyed phrasing which robs a letter of its personality and character.
4. It can build good-will by making every letter breathe the spirit of service. In other words, it can make every letter a sales letter, whether it is written by the sales department or not.
5. It can lower the cost of letters by teaching the dictator to tell his story plainly, simply and promptly. Instead of rambling, the letter can be clearly expressed, giving all of the information asked for in the least possible time and space without sacrificing completeness and effectiveness.

A considerable saving in dollars and cents can be effected. It is estimated that a dictator, devoting his entire time to correspondence, can dictate, revise and sign an average of ten letters per hour. Figuring 300 working days to the year, a dictator at a salary of \$3,000 a year would receive \$10 a day, or \$1.25 per hour. On this basis, the cost of each dictated letter would be approximately as follows:

Dictator's time	12½c
Stenographer's time	13c
Office boy, stationery, etc..	3c
Postage	2c
Total	30½c

The cost varies with the amount paid the dictator. Stenographer, office boy and postage costs do not vary to a large extent. With a

The Shrewdest Space Buyer

Knows that duplication of circulation
is wasteful and extravagant.

The shrewdest space buyers in Rhode
Island — Providence merchants — use
The Pawtucket Times and one evening
Providence newspaper.

Shrewd National Space Buyers know these two reasons:

1. The Pawtucket territory with its 140,000 population has immense buying power.
2. The Pawtucket Times alone is the key to this buying power with

27,530

Net Paid Circulation
for March, 1925

75 Providence advertisers ran over
2,500,000 lines of display advertising
in The Pawtucket Times during 1924

National Representatives

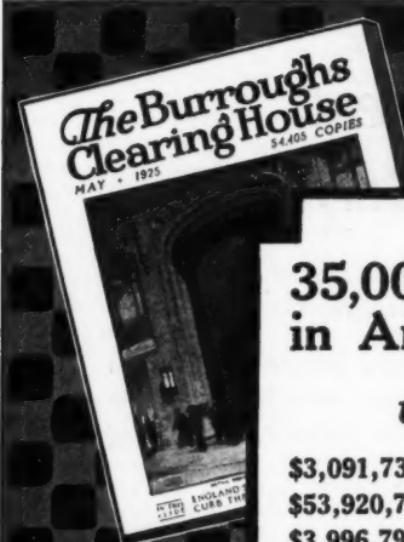
Gilman, Nicoll & Ruthman

New York

Boston

Chicago

San Francisco



**35,000 Banks
in America—
with**

**\$3,091,732,876 Capital
\$53,920,743,783 Deposits
\$3,996,797,699 Surplus
and Undivided Profits**

Direct Buying Power
unequalled in other
vocational groups

Indirect Buying Power
—through control of
credit—that cannot
even be estimated

**The Burroughs
Clearing House**
is reaching them all.
Are You?

**Write For Rate
Card Today**

The Burroughs Clearing House

Second Boulevard

Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

\$15,000 a year dictator, the cost would be:

Dictator's time63c
Stenographers time13c
Office boy, stationery, etc.....	.3c
Postage2c
Total81c

A fair estimate of the average cost is 54 to 60 cents per letter.

6. It can develop a sense of responsibility in stenographers by getting them to realize the importance of their work.

The average stenographer feels that she is not responsible for any errors. She considers that mistakes belong to the man who signs the letter. An interest in the quality of letters will bring about a spirit of team-work which will make the stenographer a real help to the correspondent.

7. It can develop the habits of study and analytical reasoning.

8. It can give the correspondent a better understanding of the policies of the firm, of general business principles, and make him a more valuable man in all respects.

9. Standard typing arrangements can be put into effect saving considerable time. In a test conducted in the American Rolling Mills, it was found that the standard arrangement saved fifty hours of stenographers' time on 10,000 letters.

HOW TO GO ABOUT IT

Once correspondence improvement has been decided upon, the methods of bringing it about vary greatly. The executive has the choice of two methods—bringing in an outside man to act as correspondence supervisor, or designating some man already in the organization to supervise this work. Each method has its advantages and its disadvantages.

If a man is taken from the organization itself, his criticisms are more than likely to have less weight than those of an outside man, who would come into the organization with the reputation of an expert. A prophet is without honor in his own country, and it is hard for any man to consider another man, with whom he has worked side by side as an equal,

as an authority on any subject.

On the other hand, an outsider might meet with a certain amount of resentment among the members of the organization, who may feel that he has been placed over them without full consideration of their experience. Also, he would not be familiar with the personality and policies of the firm and this is sometimes difficult to acquire in a short time.

Either plan should have the unquestioned sanction of the chief executive. If an inside man is decided upon, the best results can usually be obtained if the plan is given to the correspondents as though the executive were personally responsible for it. He can call a meeting of the correspondents, point out the need for improvement and suggest that regular meetings be held for the purpose of improving correspondence. He can then appoint the man in the organization whom he considers best qualified to act as chairman of future meetings. This plan will do away with the tendency of others in the organization to feel that one of them has been placed over them to act as judge and jury of their efforts, and saves the expense of an additional salary.

In many cases, a temporary supervisor has brought about excellent results. A man is brought into the organization to suggest improvements, work with the correspondents for a limited period, and lay out a definite plan for keeping the correspondence up to a high standard of efficiency.

When this is done, however, it is very essential that the work of the supervisor be followed up after he leaves the organization. It is human nature to slip back into the old groove, and unless the interest is kept alive through regular meetings, or other ways, the improvement will be only temporary.

When, for many reasons, it is impractical to appoint a supervisor, either from within the institution or from the outside, the human tendency to show up well to associates can be used to good

advantage. A very successful plan has been that of making every correspondent a temporary supervisor. Each week, or at other regular intervals, all the correspondents of the organization meet. One of the correspondents takes the carbon copies of letters written during a certain period of time, makes constructive suggestions and criticisms, and indicates improvements to be made. At the next meeting, one of the other correspondents assumes these duties.

This plan has many of the advantages of other forms of correspondence supervision. It gives each correspondent the help of the best thought of every other correspondent, and adds the stimulus which is a vital factor when the correspondent, or any other employee, realizes that his work is to be thrown under the spotlight from time to time.

Improvement in correspondence can be secured only when sufficient interest has been aroused to cause every stenographer to want to write better letters, and when they have been shown how to write better letters. The more common faults, of course, must be corrected before the finer points of correspondence can be taken up. In any group of any number of average correspondents, the following faults will be shown to be the most common:

1. Lack of thought.
2. Stereotyped, meaningless phrases.
3. Prejudice.
Seeing everything from the company's standpoint, instead of the customer's.
4. Ignorance.
5. Poor selection of words.
Too technical.
Too impersonal.
Over-familiar.
Apologetic.
Pompous words.
6. Verbosity.
7. Carelessness.
8. Poor appearance.
Typographical make-up.
Folding.
Addressing.
Erasures.
Finger-prints or other soil marks.

To correct these faults requires time, diplomacy and patience. Not everything can be accomplished at once. The idea and improvement must grow together, closely, step

by step. The desire for better correspondence must be built, as a contractor builds a house—first the foundation, then add stone to stone, until the structure is completed.

Get Out After the Sale Is Made

"When you have made your sale," says an old-time successful salesman, "get out! It's one of the most important points a salesman of any kind ought to know and practice." He told of several personal experiences, and told of a man who talked himself out of a \$750,000 order! The salesman in the big case knew his business; but the order was so big that he became exuberant—not boastful, but exuberant in pleasure—and he remained and talked—and talked the order away.

No matter how favorable may be the impression you make, no matter how welcome you seem to be, get out when the sale is made. Human nature is queer. There is a quirk in some men that will incline them to take their favor from you temporarily. It's without good reason, perhaps; but it's a fact.

Get out when the sale is made! By lingering and breaking this law of salesmanship, you may not lose the order you've just placed, but you endanger the chance of "repeat" orders. Get out when the sale is made, but of course don't be too abrupt about it.—"Points," published by the Mutual Life Insurance Company of New York.

Pipe Account for Brockland & Moore

The Champagne Pipe Company, St. Louis, has placed its advertising account with Brockland & Moore, Inc., advertising agency, also of that city. Newspaper advertising throughout the country is used.

Appoint Thomas F. Clark Company

The Hanover, Pa., Sun, and the Tiffin, Ohio, Times, have appointed the Thomas F. Clark Company, Inc., publishers' representative, New York, as their national advertising representative.

Will Direct Turner Company Sales

L. S. Warrender has been appointed traveling sales manager of the Turner Manufacturing Company, Kokomo, Ind., maker of Turner timers and other accessories.

Joins Little Rock Printer

Mrs. George W. Ellis has been appointed advertising manager of the H. G. Pugh Company, printing, Little Rock, Ark. She was formerly with the W. A. Joplin Advertising Agency, of that city.

May 7, 1925

PRINTERS' INK

147

WILLIAM RANDOLPH HEARST

announces
the appointment of

E. M. ALEXANDER

as

VICE-PRESIDENT

of the

NEW YORK AMERICAN, INC.



MR. ALEXANDER WILL ASSUME
FULL DIRECTION OF ALL
DEPARTMENTS OF ADVERTISING
IN THE DAILY AND SUNDAY
NEW YORK AMERICAN

Advertising Now Included in Store Leases

New Tenant in Chicago Building Contracts to Spend Minimum of \$50,000 Yearly to Advertise His Business

ON April 30, a landlord handed to a new tenant the keys to a store on one of the prominent State Street corners of Chicago. The event is commonplace enough but in this case the new tenant had just signed one of the most unusual leases in American business.

That lease is said by realtors to be the first to recognize that advertising is vital to the success of the present-day merchant and to require that the tenant do a definitely fixed volume of advertising each year of the life of the lease. In this lease, advertising is an essential part of the contract.

The tenant is Joseph Hilton, Inc., a New York manufacturer and retailer of men's clothing and haberdashery. The landlord is the Republic Building at the Southwest corner of State and Adams streets, managed by Gordon Strong & Company, Chicago. The Hilton company, under the terms of the lease, must advertise in Chicago to the extent of at least \$50,000 a year, increasing the advertising expenditure according to gross sales made. The lease calls for an annual advertising appropriation of 5 per cent of gross sales with \$50,000 as a minimum appropriation.

The owners of the building, instead of charging a fixed rental for the 18,000 square feet of space occupied by the Hilton company will receive a percentage of gross sales, the assumption being that the business will grow in value each year if the tenant advertises and gives buyers good values.

Percentage leases are not at all uncommon in large cities nowadays. The rental depends on the gross sales that the tenant is able to make, and, of course, as he increases his sales he and the building owner both gain.

"To understand a lease such as that to Joseph Hilton, Inc., you must understand some principles

of retailing and of retail rents," said Col. Gordon Strong, of Gordon Strong & Company, which manage the Republic Building. "To understand these, in turn, you can best start with farming and farm rentals.

Different farms vary in rental value, principally by reason of differences in fertility and in accessibility to market. The Federal Government and many States, through their agricultural departments, have made very exhaustive studies of these farm rentals.

The principal conclusion from these studies is the desirability of share rentals rather than cash rentals. The tenant, free from a fixed cash rental, is free from the chance of embarrassment or failure in case of bad crops. He is willing to give the landlord, in return, a larger share of the product in the case of good crops. Share rentals, year in and year out, run from one-and-a-half to three times as high as cash rentals, on similar farms.

This vastly important conclusion in farm renting is perhaps still more important in some forms of city renting. The most applicable form is that of retail stores. These vary in value according to location, and in productivity, according to good years and bad years. We can consider the gross sales as constituting the crop. And we can share that crop through a percentage on gross sales."

There has been developed something of a science in this form of retail rentals, Colonel Strong says, and this science is constantly being developed and improved. Just what the percentage rental lease will mean to publishers and merchants is, of course, speculative but the trend is clear. It promises to add to the volume of advertising and at the same time it should raise the level of retail merchandising noticeably.

OUTDOOR ADVERTISING

*They Found that the Money was Outdoors
and so—*

*They “Put It Across” Outdoors
Where ALL the People Are*

When one of our clients decided to introduce a new product they sought the most economical means of arousing curiosity for it, securing distribution and building repeat business. They adopted poster advertising, first stimulating interest with a short teaser campaign and then sustaining sales by the persistent use of strong, human interest posters.

POSTERS for 100% circulation, all day, every day, thirty days a month—POSTERS for their beauty, size, color, and strength—POSTERS for their attention and reminder value—POSTERS for their low cost—POSTERS for their strategic

locations near buying centers and dealers' stores—POSTERS for their influence on the trade—POSTERS because they speak a universal language!

The character and number of our clients is brief testimony to the quality of our service.

There are many good reasons why you should thoroughly investigate the advantages of placing your outdoor advertising through *this exclusive* outdoor advertising organization.

It is extremely interesting to hear the story gained from 25 years of active experience. Send for our interesting portfolio of facts.

GEORGE ENOS THROOP, Incorporated
6 North Michigan Avenue

NEW YORK

CHICAGO

DETROIT

"The oldest exclusive outdoor advertising agents in America"

GEORGE ENOS THROOP, Incorporated



The Rising Market Value of Beauty

THE many good printers who have for years been educating their customers to an appreciation of the value of good printing now find that task increasingly easy. Big advertisers no longer have to be sold on quality—they are demanding insistently.

Linotype Typography has been an important factor in bringing about this changed attitude. For years the Linotype Company has been demonstrating to advertisers the increased effectiveness of good typography and showing them how it can be economically produced.

Today the Manual of Linotype Typography is probably more widely used than any other typographic reference book by advertisers and printers.

The program of Linotype Typography meets the growing needs of the Printing Industry with the production for the machine of type faces distinguished by usage and design

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

B80.2B.2-J

Composed entirely on the LINOTYPE in the Caslon Old Face Series

New Advertising Business Formed at New York

Harry B. Doyle, Victor C. Kitchen and Clifford J. McCormick have formed an advertising business at New York, to be known as Doyle, Kitchen & McCormick, Inc. Mr. Doyle and Mr. Kitchen were formerly with the Philip Kobbe Company, Inc., New York advertising agency, the former as vice-president and the latter as vice-president and secretary. Mr. McCormick was formerly general manager of the Lawlor, McCormick Company. R. F. Vander Gheynst, recently treasurer of the Philip Kobbe agency, is secretary of the new company.

R. H. Strickland Joins Challenge Company

Russell H. Strickland, recently with the Perfection Paint & Color Company, Indianapolis, Ind., has joined the Challenge Company, Batavia, Ill., manufacturer of farm equipment, as general sales manager. He was formerly sales executive of the Kewanee Private Utilities Company, Kewanee, Ill.

Motor Accessory Account for Campbell-Ewald

The Anti-Stall Company, Inc., Mt. Vernon, N. Y., has placed its advertising account with the New York office of the Campbell-Ewald Company, advertising agency. The Anti-Stall Company manufactures a device that automatically prevents the stalling of an automobile.

Government Adopts Rayon

Official endorsement has been given by the Department of Commerce to the word "Rayon" which has been adopted as a trade-name for artificial silk by the Silk Association of America. The Department of Commerce has announced that the term "artificial silk" will be dropped from all official reports and correspondence and, in its stead, "Rayon" will be used.

H. E. Anderson with "Nebraska Farmer"

Harry E. Anderson has joined the advertising department of the *Nebraska Farmer*, Lincoln, Nebr. For several years he has been manager of the national advertising department of the *Lincoln Star*.

Oakland, Calif., Plans to Advertise

The Oakland, Calif., Chamber of Commerce has appointed a committee to raise a fund of \$60,000 for the purpose of conducting an advertising campaign. The campaign will feature the industrial advantages of Oakland.

SOUND ADVICE

on

ADVERTISING POLICY

by

Sir CHARLES HIGHAM

♦

"Many Advertisers have yet to learn that it is far better to convince the thousands of readers of one paper, than it is to try and convince the readers of four or five papers with more or less equal circulations."

Sir Charles Higham, editorially, in *The Advertising World*, February, 1925.

♦

Convince the readers of "Punch" by a good advertisement of a good product, and you have convinced the most discriminating people in the world.

♦

MARION JEAN LYON
Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C.4., ENG.

New Company to Market Teco Pancake Flour

Vital Foods, Inc., Cortland, N. Y., is the name of a new company which has acquired the rights and assets of The Ekenberg Company, of that city, manufacturer of Teco pancake flour. The officers of the new company are: President, J. P. Jordan, New York; vice-president, and treasurer, C. M. Riggs, and secretary, George J. Miller, both of Cortland. Mr. Jordan and Mr. Riggs have been actively identified with the Ekenberg company for the last two years. The manufacture and sale of Teco will be continued under the same policies adhered to in the past.

M. K. Burckett Joins Cincinnati Agency

Maxwell K. Burckett has joined the staff of the Ralph H. Jones Company, Cincinnati advertising agency. He was formerly with the New York *American* and for the last two years was with the Davidson Press, New York.

Has Michigan Chair Account

The Michigan Chair Company, Grand Rapids, Mich., manufacturer of chairs, has placed its advertising account with the White Advertising Agency, also of Grand Rapids. Business papers are used.

Alfred Wood Heads Royal Stewart Beverages

Alfred Wood, who recently resigned as vice-president of the Semi-Ready Tailoring Company, Montreal, has become president of the Royal Stewart Beverages, of that city. He had been with the Semi-Ready company for eighteen years and was in charge of advertising and sales promotion.

Arthur C. Pilley, who had been production manager, succeeds Mr. Wood in the direction of sales activities as general sales manager. The advertising of the company will be under the direction of A. N. Creamer.

To Discuss Advertising Value of Business Publications

"How Advertisers Can and Should Judge the Value of Business Publications" is the subject to be discussed by the New York Business Publishers' Association, Inc., New York, at their next meeting, which will be held on June 4. Edwin A. Scott, of the Scott Publishing Company, is in charge of the program for this meeting.

Leaves San Francisco "Call- Post"

Jacob L. Adler, who has been business manager of the San Francisco *Call-Post* for the last six years, has resigned.

York County, Penna.

Two-thirds of the personal property tax of the county comes from outside its largest city.

1. Fourteenth county in the United States in agricultural wealth.
2. Second county in Pennsylvania in farm owned cars.
3. Wages in manufacturing plants alone in York County in 1924—\$22,199,800.00.



York, Pa., Gazette and Daily

(Covers the whole field completely and intensively)

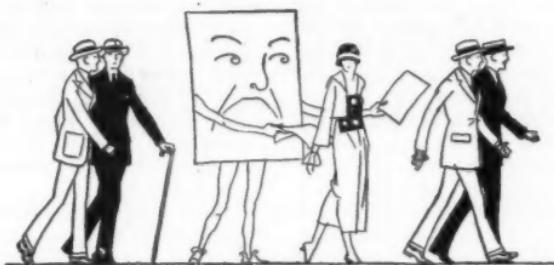
HOWLAND AND HOWLAND

National Representatives

NEW YORK
393 7th Avenue

CHICAGO
360 North Michigan Avenue

Are you really saving money by using cheap paper?



TO-MORROW, when your prospects and customers go through their mail, will your letters receive a courteous greeting, or will they be given the slight consideration received by a shabby salesman? . . . Good paper may mean the difference between an order and a brisk trip to the waste-basket.

Good paper costs only a fraction of a cent more if your choice is Danish Bond, and that fraction of a cent is returned to you many times over—in results! Danish Bond is close to the world's best in quality and surprisingly moderate in price. It is made in white and ten colors!

Danish Bond is one of many kinds of paper made by the B. D. Rising Paper Co. Whether you buy Danish Bond, or any of the other papers in the Rising line, you are assured of the kind of quality you have a right to expect, at a price you can easily afford.

Get prices and samples from your printer, stationer or lithographer.

Rising papers are also furnished in ready-to-print mailing sets and social announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

How Twenty-four Big Advertisers Deter- mine Appropriations

(Continued from page 6)
a great deal of this material ourselves which is not included in the appropriation figure given earlier.

"Our method of determining where to spend our appropriation is a rather primitive one, in that we put the money where we think it will do the most good, and we do not complicate the operation with statistics, etc. We make up an appropriation for magazines that seems to give us thorough coverage, and thus the magazine list and schedule is made up. Then we make up a newspaper schedule covering the country, dividing this into three campaigns; one for major cities, one for secondary cities and another for minor cities. The size of the yearly newspaper campaign varies from about 18,000 lines to 8,000 lines in proportion to the size of the cities."

Another advertiser that bases

its computation on actual and projected sales figures is the Florida Citrus Exchange.

Concerning the appropriation, John Moscrip, advertising manager of this marketing association, says:

"Our advertising and sales season does not run with the calendar year, being from November 15 to April 1. The amount of newspaper advertising used up to January 1, 1925, on the present season's schedule and that from January 1, 1924, to April 1, 1924, on last season's schedule, will total \$100,000.

"The Exchange spent approximately \$140,000 in newspaper advertising between November 15, 1924, and April 1, 1925."

On the method of determining it he says:

"The amount we spend in newspaper advertising is based on past and current sales performance. Advertising in any one market is closely co-ordinated with the work of our specialty salesmen in that market. The market for this combined effort is chosen by sales

347 Madison Avenue
New York

HENRY KNOTT

WRITER OF MEMORABLE COPY

Aside from all the planning, the policy, the aim of your advertising—your unseen customer is interested only by your copy. Copy represents ninety per cent of all advertising value.

ADVERTISING

Gaining Stability for Advertising

SOME manufacturers consider advertising an extra sales expense to be indulged only when the exchequer is exceedingly prosperous.

BUT since advertising is a demonstrated selling force, it should be employed consistently and figured into the price of the article—not subject to fluctuation with varying conditions.

Thus an advertising appropriation whenever possible should be prorated to each unit of

sale. Correctly considered in this light, an advertising appropriation rarely becomes extravagant; and the advertising gains effectiveness because stabilized and continuous.

Consistent national advertising is the most economical "demonstrated selling force."

THE MOSS-CHASE COMPANY, 425-27 Franklin St., Buffalo, N. Y.

MOSS-CHASE



May 7, 1925

Unseen Goods are usually Unsold Goods

Increase your sales by shipping your small-package products in attractive Brooks Display Containers. Then they will get "up front" on the counter where they will sell themselves.

Dealers like these containers because it takes but a moment to open them up and display the goods. No rehandling necessary.

Moreover, they have maximum advertising space on all sides; main display cover is automatically held rigid in vertical position. Containers are strong and sturdy and set solidly on counter.

It will pay you to look into these remarkably efficient sales aids. Write for ideas, dummies and estimates on display containers for your product. Furnished free of any obligation.

BROOKS BANK NOTE COMPANY

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

(Patented)



*Lithographed Folding Boxes, Labels, Window
Display Advertising—Commercial Stationery*

volume as related to quota. In this manner we are enabled to punch up sales in any market which is slipping, leaving the general job of education and sustenance of demand to our national mediums."

(2) *Using profits resulting from sales as the basis upon which the appropriation is made:* This method is closely akin to the "sales volume" plan. Among the advertisers queried who reported back that they used this plan was the Lambert Pharmacal Company, maker of Listerine. According to the American Newspaper Publishers Association figures this company's newspaper expenditure was \$150,000 in 1924. Gerard B. Lambert, president of the company, says that that figure is approximately correct, and then adds the following necessary information:

"The bulk of our advertising, however, was in magazines, where we spent about \$850,000 last year. We decided to take on newspapers only after we felt that we had reached a point in magazines beyond which we did not wish to go without some other medium. This point was reached when we were in forty-four national magazines every month in full pages, and last June we started taking on an increasing list of newspapers. The expenditure in newspapers is rapidly increasing, and as I recall it, is now running at the rate of about \$400,000 a year."

With this important background established, Mr. Lambert proceeds to explain the method used to determine his company's advertising appropriation in the following manner:

"It is our policy to continue in any medium which we take up unless there is some substantial reason for dropping it, and our increasing expenditures, therefore, take the form of either additional mediums or more space in the mediums which we are already using. Our results from this advertising are specific. Our advertising appropriation increases automatically each month so long as the increased sales for that

Dominant for 16 years in Florida's Agricultural Field

the florida GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.
New York

John D. Ross
Chicago

George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

news

The story of your house, your goods & your ways would be news to many who ought to know. Let us "break the news."



CURRIER & HARFORD LTD

Selective Advertising

27 East 31 New York Cal 6076

**The finest
printed
Rotogravure
Section
in
America**

**San Francisco
Chronicle**

National Representatives

Williams, Lawrence & Crammer,
225 Fifth Avenue,
New York City.

380 No. Michigan Ave.
Chicago

R. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

The Largest Pharmaceutical Manufacturer in the World has carried a page advertisement in our publication for seventeen years without missing an issue.

We will be pleased to have you compare it to any drug publication in the country. Ask for specimen copies, rate card and circulation statement.

**SOUTHERN
PHARMACEUTICAL
JOURNAL**

Sante Fe Building
Dallas Texas

month net a sufficient additional profit to pay for the increased advertising. So far we have never failed to make this profit and more."

(3) *Ascertaining the minimum job to be accomplished and appropriating sufficient money to "put over" that task:* Important business organizations such as The Shredded Wheat Company, The Borden Sales Company, W. A. Sheaffer Pen Co., Indian Refining Company, Eastman Kodak Company, Phoenix Hosiery Company, Nordyke & Marmon Company, Portland Cement Association and the Vacuum Oil Company use this method.

The board of directors of The Shredded Wheat Company sets the advertising appropriation each year in accordance with the plans and recommendations of Truman A. De Weese, vice-president in charge of advertising. Mr. De Weese decides to spend his newspaper appropriation wherever and whenever it is needed. "There are some cities," he says, "in each State in which we do not advertise, for the reason that our business is satisfactory in those cities. We concentrate in cities that need pulling up and where we use advertising to co-operate with sampling and other promotional work."

The following statement made by Mr. De Weese shows how he plans his appropriation to meet conditions. He says: "For 1925 we have an appropriation of \$500,000 for newspapers. Our appropriation for 1924 was cut down in order to take care of some other new and additional promotional work which we planned for that year. For 1925, however, we have returned to our more extensive and intensive newspaper campaign in the various States."

A statement on the 1925 advertising plans of the Indian Refining Company, made by H. C. Grimsley, chief of sales service, is highly illuminating in showing the application of this method of determining the amount and scope of newspaper advertising.

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A Saturday Evening Post
Color Page, issue May 9,
for Johnson & Johnson

TELLS a delicate story
with nicety and con-
fines its reading to those
for whom it is written.

*In this
every woman
may have
confidence*

THE SATURDAY EVENING POST

May 6, 1925

We're anxious to see you again.
We're anxious to see you again.

The pad itself is made of absorbent cotton. There can be no fear about this for the purpose is to evenly absorb moisture. Therefore it does not become locally sup-
er-saturated. Nupak is always com-
fortable.

The entire covering is of soft, fine
absorbent gauze. Breathing is free.

And the gauze is wrapped around
the pad and even tied in at each
sense of security at all times.

Nupak is the preferred product of
a firm known for the scientific
method by which it approaches the
problem to ensure the complete
answer.

Remember the name Nupak. It is
an easy name to say—at drug stores
everywhere.

Packed One Dozen in a Carton

NUPAK
Perfect-Absorbent-Dependable



Free offer

If you will call the Richard A. Foley Advertising Agency, Inc., 247 Park Avenue, New York City, we will mail you a sample of Nupak. It is a product of the Johnson & Johnson Company, and is in charge of a woman, as stated all absorbent pads are. We will also send you a copy of our catalog. Please write your name and address clearly in the space below.

Your druggist is more than a merchant.

**THE RICHARD A. FOLEY
ADVERTISING AGENCY, INC.**

New York and Philadelphia
247 Park Ave. 219 N. Broad St.

in newspaper advertising of our products during the year 1924," Mr. Grimsley said, "is quite in line with the facts. While the cost of the major portion of this newspaper advertising was borne by the Indian Refining Company alone, a certain part of it was done by us in co-operation with our dealers or distributors, to whom we either furnished the mats alone or paid 50 per cent of the cost.

"This year we will, ourselves, spend considerably more than the above amount for newspaper advertising, basing our advertising plans upon our program of conducting public horse-power tests on the Wasson Motor Check in a large number of cities and towns throughout the United States. We are circulating more than thirty of these machines all over the United States and Canada this spring and summer and each demonstration in each town is being backed up by a very thorough newspaper advertising campaign. This program is a rather large one and unique in many re-

spects, in that each demonstration requires not only a complete and separate newspaper campaign, timed exactly with the demonstration, but each also requires the services of a crew of automotive engineers and especially trained sales representatives. In brief, each demonstration shows to all of the people in the community that proper oil makes a positive difference in horse-power delivered by automobiles, and this fact is enabling our dealers to greatly increase their number of customers for our product."

Ross A. Wilson, of the W. A. Sheaffer Pen Company, after explaining that his company's entire advertising appropriation is determined by an arbitrary method, explains how the amount expended in 1924 in newspaper space was arrived at.

"After formulating our budget and deciding the amount that could be expended," he said, "we did not allot a specific part of it to newspaper advertising or any other form of advertising, but rather we picked out those things

Direct Mail Advertising Salesman

wanted by one of the largest printing institutions of the country, located in New York City.

A man who, through experience, understands the fundamental principles and practical workings of marketing, merchandising and distribution; one who can talk with prospective client in latter's own language, and because of his experience and knowledge inspire confidence. Young enough not to have his ideas set in hard and fast grooves, but not so young that prospective clients would feel that a man of his years could not have had the necessary experience.

What he is to sell here is the power or force to accomplish the client's objective, by means of high-grade, effective, direct-mail printed matter.

This concern is already serving large clients well, but desires to add just one more thoroughly competent man.

Interviews will be granted only to those who in their replies give full information, which will be treated in strict confidence.

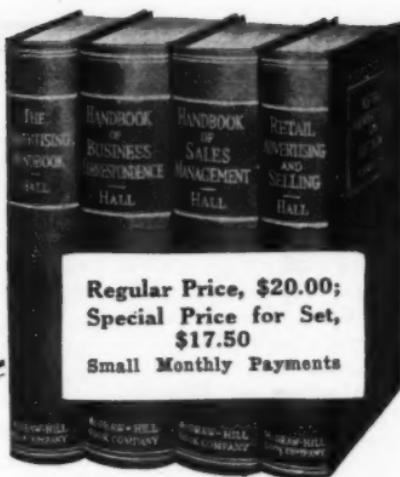
Address: Box 27, care of PRINTERS' INK.

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You can
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bigger jobs
in the
advertising
and selling
field—



**Regular Price, \$20.00;
Special Price for Set,
\$17.50
Small Monthly Payments**

THE big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Get ready for them. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

S. Roland Hall's Library of Advertising and Selling

Four Volumes, 3323 Pages, 5½x8, Flexible Binding, 1090 Illustrations
\$1.50 in ten days and \$2.00 monthly for eight months

Covers as much ground as courses costing five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Conklin Pen Manufacturing Co., Eastman Kodak Co., Marshall Field & Co.,

Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

George French, an advertising expert, says of Vol. I: "So much material has been gleaned and handled so well that he would be a bold, if not reckless, person who would attempt to compete." Dr. Dignan, of LaSalle Extension University, says of Vol. II: "Destined to be the Bible of the movement to set letters in their rightful place." *Sales Management* says of Vol. III: "Without question the most complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

Special Price of \$17.50

No Money Down—Small Monthly Payments
Examine the Library for 10 Days—FREE

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. If not wanted, I will write you for shipping instructions.

Signed
Address
Position
Company

P. L. 5-7-25

The Hole-in-one Club

HAVE you ever seen a man drive a golf ball and make a hole in one? Once we saw a man do it at Shawnee-On-The-Delaware. He was an ordinary player, the sort of man who averages about 100. It was that famous hole where you drive across the Delaware River. To his great joy the ball went across the river, landed on the green, and trickled into the cup. He was a hero for twenty-four hours.

The really important point about this story is to find out what he did with his golf score the next day and the day after.

Twenty years ago a man wrote an advertisement which was a success. It attracted attention of many who were in the business. Representatives of magazines called and inquired who the author was. This man was a traveling salesman. He knew nothing about the advertising business. It was a plain accident that he wrote such a successful piece of copy. This advertisement was bringing in inquiries six years after it appeared.

If you depend in playing golf on the accidents, you will never be a good player. If you depend

in copy writing on the accidents of inspiration, you will not be a consistently successful advertisement writer.

In this agency we leave nothing to chance in the writing of advertisements. We employ the best possible brains, but we couple these brains with methods.

Three years ago, after having been in the business for thirteen years, we proceeded to collect the results of this experience. We prepared for the use of our Copy Department a collection of experiences and principles which might be called our standard practices in copy writing. These are not quick-rich formulas for writing advertisements. They are definite rules of procedure learned only after many, many experiences.

We have prepared a booklet called "The Laws of Successful Advertisement Writing." In this booklet we comment on the different practices which we use. You will find many interesting statements with reference to our practice in successful advertisement writing. We should be pleased to mail a copy to any interested executive.

"PLANNED ADVERTISING"

Reg. U. S. Pat. Off.

CHARLES W. HOYT
COMPANY, INC.

New York Springfield

Boston

CHARLES W. HOYT COMPANY, INC.
Dept. B6, 116 West 32nd St., New York City
Please send me your booklet "The Laws of
Successful Advertisement Writing."

Name

Firm Name

Address

City, State

P. I. 5725

that had to be done, selecting the ones most important, and carried on that particular thing or advertising aggressively, foregoing all others.

"In some cities, it required continuous advertising for only a few weeks to reach the desired results; in others, it was not until late in the year that a distribution could be secured. It is gratifying to say that in all we attempted, we did not fail in any and met with remarkable success in most of them."

(4) *Assessing a fixed amount on a certain unit of the product:* (Here, as in the sales volume classification, the number of units sold in the previous year; the number of units that it is expected will be sold in the coming year may be used.) The Andrew Jergens Co., maker of Woodbury's Facial Soap and other toilet products, uses this method. "All of our advertising appropriation," says H. M. Manss, advertising manager, "is based on the unit method. In other words, for each unit sold so much is devoted to advertising." From another statement made by Mr. Manss it is apparent that the computation used for each unit is based upon past sales records. That particular statement was: "This year we are using no newspaper advertising at all, but are concentrating in the magazines. When we did use newspaper advertising, the amount spent in each city was usually determined by the volume of sale in that city and past history of growth."

The California Fruit Growers Exchange, whose newspaper appropriation was \$180,000 in 1924, uses this method. In explaining the manner in which the method is applied, Paul S. Armstrong, advertising manager of this great co-operative association, gave a complete outline of his organization's advertising method from the standpoint of mediums. He says:

"Our total advertising appropriation is raised through an assessment of four and one-half cents a box on oranges and seven cents a box on lemons for shipments

through this organization for the current season. That makes it necessary to adjust our advertising plans as the crop estimates fluctuate. Our total advertising investment in 1924 was \$961,000.

"Our allocation of newspaper expenditure is not made in direct relation to sales. We do keep a check on the newspaper investment as related to the volume of business in any given territory, but we frequently find it expedient to make a newspaper expenditure in certain districts which is out of line with the average ratio of advertising to sales in general. We endeavor to distribute our advertising investment in newspapers and other local mediums over our entire sales territory which comprises all of the United States and Canada. Obviously this has to be spread out pretty thin when the total amount available is only \$180,000.

"Our advertising investment during 1924 in other mediums was as follows:

Magazines	\$298,000
Posters	54,000
Farm Papers.....	40,000

"Approximately 25 per cent of our appropriation is invested in merchandising work with the trade in the course of which we employ twenty dealer service men the year around, and use considerable quantities of window display material."

(5) *Using the branch office as the basis:* The heading of this might equally well read, "using the branch office to find the basis."

The Linoleum Division of the Armstrong Cork Company may be cited as an example under this classification. It conducts two newspaper campaigns a year. Each of these covers a period varying from six to seven weeks, one in the spring and one in the fall, during active buying seasons. The amount of money spent in each campaign is determined by the recommendations of its branch sales managers. "Our expenditure in the magazine field, on the contrary, is made on a different

The Atlanta Journal Atlanta, Ga.

A Rotogravure section has been added to the **Wednesday**

edition of The Atlanta Journal. Page size is 287 lines deep and 7 columns wide.

Advertising rate for 26 insertions or 2000 lines is 25c a line.

Advertising in The Journal Sells the Goods

Rotogravure Printing

We produce the best quality, prompt service and reasonable price assured.

We are equipped to do large or small runs.

Booklets, folders, magazines, newspaper supplements, broadsides, labels, letterheads, inserts, posters, postcards, blotters, calendars, window or car cards, house-organs, fancy papers, wrappers, novelties.

Wanted: Printing Salesmen with a following. Can make favorable and permanent connections. Applications kept confidential.

THE ETCHING & PRINTING CORPORATION

"Producers of High-Grade Rotogravure"

513-519 West 26th Street
New York City

basis," the company states. "We are trying there to reach all the homes in the country which can afford to buy linoleum."

In the same classification, it would seem that the maker of another product that is sold to the home may be cited. We have in mind The Simmons Company, maker of the Simmons bed. R. W. Blair, advertising manager of that company, informs us that in the past his company's newspaper appropriation has been confined to cities in which service stations were maintained. While he does not say that the amount is dependent upon the recommendations of the service station managers, it is apparent that the number of service stations has necessarily limited the appropriation. A change is being made, however, and cities in which it is not profitable for the company to maintain service stations are being added from time to time.

* * *

The foregoing presentation should be regarded as a classification of facts and not as an endeavor to set up any conclusions. A study of it against all other charted means of determining advertising appropriations shows that there is revealed one method that we have not hitherto seen classified, and that is the last of the five classifications, namely, determining the appropriation on the basis of recommendations of branch offices.

For reference purpose the compilation of the estimated advertising expenditures for newspaper space in 1924 made by one hundred advertisers, and referred to in the foregoing article, will be found in a table appearing on page 168 of this issue. In that same table there also will be found a list of the expenditures for magazine space in 1924 made by seventy-five advertisers.

Cecil L. Wahl with Romeike

Cecil L. Wahl, for many years with the Butterick Publishing Company, New York, has been elected treasurer of Henry Romeike, Inc., press clipping service, New York.

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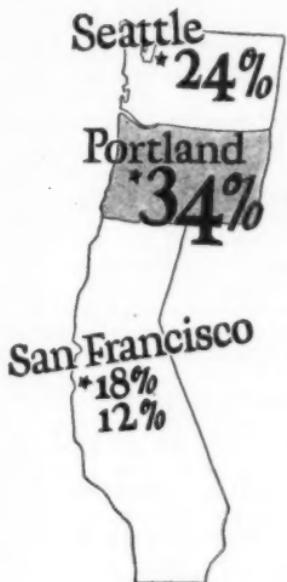
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Illuminating Comparison in the evening field in Portland, Seattle and San Francisco

In Portland, with a population of 258,288, the Oregon Journal has 88,758 circulation.

The second evening paper has a circulation of 57,101. In San Francisco, with a population of 506,676, the first evening paper has a circulation of 93,768.

The second evening paper has a circulation of 60,143. In Seattle, with a population of 315,312, the first evening paper has a circulation of 75,659.

The second evening paper has a circulation of 68,532.

Following are the ratios of circulation to population:

Oregon Journal	:	:	:	34%
Seattle first paper	:	:	:	24%
Portland second paper	:	:	:	22%
Seattle second paper	:	:	:	21%
San Francisco first paper	:	:	:	18%
San Francisco second paper	:	:	:	12%

Use the Journal to cover the Oregon Country. It has the greatest intensive coverage.

Oregon Journal

BENJAMIN & KENTNOR, Special Representatives
New York Chicago

Sales Promotion Manager

—with 12 years' sales and advertising to his credit—is looking for a larger opportunity.

—Experience unusually well-rounded: agency copy writer, publishers' representative, assistant sales manager, advertising and sales promotion manager of a concern nationally famous for the vigor, originality and effectiveness of its advertising. Have held present position for the last 6½ years.

—A dreamer and planner of campaigns which have been markedly successful. Accustomed to investigating markets, analyzing conditions, mapping promotion plans and co-ordinating advertising with sales.

—A recognized writer of result-pulling sales letters, thoroughly familiar with direct circularization, and quick to see the advantage of using mail-order methods to tighten up the slack in sales promotion efforts.

—The kind of connection that would please me most would be with a new advertiser for whom the initial pioneering, investigating and developing is yet to be done. Or with an old advertiser who wishes to see more activity in his sales promotion department.

—Salary \$8,000 a year—and an assured future.

—If you know of an organization that can put me to work, you will do me a kindness to address

"H," Box 169, care of Printers' Ink.

Help Wanted on New Word

ALEXANDER HAMILTON INSTITUTE
NEW YORK, APRIL 17, 1925
Editor of Printers' Ink:

I would appreciate it a great deal if you would let me know the meaning and origin of the word "drilefonte" as used in connection with advertising.

I have been making a little investigation myself, trying to find the word in various dictionaries, but my investigation, thus far, has revealed nothing. I wonder if you could help me?

HOWARD C. ENDERS.

WE, too, have searched for this word with a musical sound. We, too, have been unsuccessful. However, consultation of the French dictionary indicates that whoever used the word probably coined it by means of the portmanteau, or Carroll, method, by which two thoughts issue from the user's mouth in the form of a word combining both, as "growl" and "rumble" became "grumble." Thus, in French the word "drile" is a fellow, and "fonte" is cast iron. Perhaps *drilefonte* was the way some French advertiser expressed the thought of iron man. If anyone knows a better meaning, let him come forward and help in this search. — [Ed. PRINTERS' INK.]

Accounts with Pedlar & Ryan

Pedlar & Ryan, Inc., New York advertising agency, has been appointed to direct the advertising accounts of the following: Knox Hat Company, Inc.; Bristol-Myers Company, manufacturer of Ipana tooth paste, and the Ovington Brothers Company, Ovington's Gift Shop, all of New York.

Vicam Appliance Account for Acorn Agency

The Vicam Photo Appliance Corporation, Philadelphia, maker of motion picture cameras and projection apparatus, has placed its advertising account with the Philadelphia office of the Acorn Agency, Inc.

H. P. Connable with Archer A. King

H. P. Connable, formerly with the research department of Erwin, Wasey & Company, Chicago advertising agency, has joined the Chicago office of Archer A. King, Inc., publishers' representative.

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THE MELODIOUS BARITONE IN THE EIGHTH ROW FROM THE PULPIT AND THE BACK ROW SOPRANO WHO CAN TAKE THE HIGH NOTES ARE ALWAYS DROWNED OUT IN A CONGREGATION OF MIXED BUT UNMATCHED VOICES

*Are you a choir singer
in the congregation?*

YOUR advertisement may deserve to sing in the choir. But it must take its place in the congregation among all the other voices, trained and cracked...Its carrying power is determined by its optical lures and not by its acoustical properties...We can balance the tones in your advertisement, give it color as well as harmony, with typography that combines seeing and hearing in both an eye- and mind-pleasing way...We are doing it every day.

WIENES TYPOGRAPHIC SERVICE
I N C O R P O R A T E D
203 WEST FORTIETH STREET, NEW YORK

1924 ADVERTISING EXPENDITURES

	In Newspapers (See Note 1)	In Magazines (See Note 2)	In Total
Aluminum Cooking Utensil Company	\$ 250,000	\$ 250,000	\$ 250,000
American Express Company	125,000	125,000	125,000
American Radiator Company	667,685	667,685
American Tobacco Company	1,600,000	298,691	1,898,691
Anheuser-Busch, Inc.	300,000	300,000
Armour & Co.	301,200	301,200
*Armstrong Cork Company	400,000	423,700	823,700
Associated Oil Co. (San Francisco)	200,000	200,000
Atchison, Topeka & Santa Fe R. R.	500,000	500,000
AutoStrop Safety Razor Company	300,000	300,000
Barrett Company	250,000	250,000
Bauer & Black	150,000	150,000
Bon Ami Company	462,350	462,350
*Borden Sales Company, Inc.	380,000	503,000	883,000
Boyce & Veeder Company	220,000	220,000
C. Brandes, Inc.	100,000	100,000
Brunswick-Balke-Collender Co.	400,000	400,000
Buick Motor Company	635,000	435,500	1,070,500
Cadillac Motor Car Co.	338,870	338,870
California Fruit Growers Exchange	180,000	313,550	493,550
California Packing Company	484,860	484,860
California Prune and Apricot Growers	180,000	180,000
Calumet Baking Powder Company	1,400,000	1,400,000
*Campbell Soup Company	1,519,200	1,519,200
Canada Dry Ginger Ale, Inc.	450,000	450,000
Certain-teed Products Co.	200,000	200,000
Cheek-Neal Coffee Company	300,000	300,000
†Chevrolet Motor Car Company	1,650,000	552,065	2,202,065
Chrysler Motor Corporation	281,100	281,100
*Clicquot Club Company	650,000	650,000
*Coca-Cola Company	170,000	322,650	492,650
Colgate & Company	450,000	1,181,455	1,608,455
Congoleum Company	400,000	1,181,900	1,581,900
Corn Products Refining Company	800,000	384,300	1,184,300
Crane Company	342,600	342,600
Cream of Wheat Company	525,400	525,400
Cudahy Packing Company	592,000	592,000
Cunard Line	160,000	160,000
Dairymen's League Co-operative Assn., Inc.	150,000	150,000
Dodge Brothers	1,200,000	641,600	1,841,600
W. L. Douglas Shoe Company	160,000	160,000
Du Pont de Nemours & Co., Inc.	325,240	325,240
Eastman Kodak Company	250,000	566,845	816,845
Famous Players-Lasky Corporation	150,000	298,500	448,500
Fels & Company	539,350	539,350
Firestone Tire & Rubber Co.	324,800	324,800
Fisher Body Corporation	320,100	320,100
Fleischmann Company	503,560	503,560
French Lick Springs Hotel Company	125,000	125,000
Florida Citrus Exchange	100,000	100,000
Ford Motor Company	2,000,000	651,250	2,651,250
Fuller Brush Company	392,450	392,450
General Cigar Company	600,000	600,000
General Electric Company	562,140	562,140
General Motors Co.	288,300	288,300
Gold Dust Corporation	379,570	379,570
B. F. Goodrich Company	700,000	700,000
Hart Schaffner & Marx	500,000	284,775	784,775
H. J. Heinz Company	600,000	527,970	1,127,970
Holland Furnace Company	165,000	165,000
Hoover Co.	323,700	323,700
Edna Wallace Hopper	400,000	400,000
Hudson Motor Car Co.	387,270	387,270
*Hupp Motor Corporation	750,000	295,980	1,045,980
Hurley Machine Co.	300,000	300,000
†Indian Refining Company	100,000	100,000
International Magazine Company	275,000	275,000	275,000
*International Silver Co.	459,690	459,690
Jell-O Co., Inc.	458,200	458,200
Andrew Jergens Company	150,000	777,875	927,875
Johns-Manville Company	200,000	200,000
Kroehler Mfg. Co.	283,900	283,900
Lalance & Grosjean Mfg. Company	100,000	100,000
Lambert Pharmaceutical Company	150,000	769,039	919,039
*Lehn & Fink, Inc.	504,410	504,410
Lever Brothers Company	1,339,350	1,339,350
Libby, McNeil & Libby	335,100	335,100
Liggett & Myers Tobacco Company	1,500,000	1,500,000

		In Newspapers (See Note 1)	In Magazines (See Note 2)	Total
Total				
50,000				
25,000	Literary Digest	500,000	500,000
57,685	Macfadden Publications	510,000	510,000
88,691	Maxwell Motor Corporation	325,500	325,500
100,000	Maytag Company	225,000	225,000
11,200	McCall's Magazine	100,000	100,000
13,700	Metropolitan Life Insurance Co.	125,000	594,945	719,945
14,000	C. F. Mueller Company	250,000	250,000
14,000	National Biscuit Company	250,000	250,000
14,000	National Carbon Company	340,000	340,000
14,000	New York Central Lines	250,000	250,000
14,000	Nordyke & Marmon Company	280,000	280,000
14,250	Northern Pacific Railway Company	160,000	160,000
14,000	*Oakland Motor Car Company	700,000	700,000
14,000	Oneida Community, Ltd.	385,575	385,575
14,000	Packard Motor Car Co.	354,425	354,425
14,000	Paige-Detroit Motor Car Company	1,000,000	1,000,000
14,500	Falmaline Company	300,000	785,270	1,085,270
8,870	Parker Pen Company	250,000	250,000
14,550	Pepsodent Company	800,000	561,303	1,361,303
4,860	Phenix Cheese Company	200,000	200,000
4,000	Phoenix Hosiery Company	125,000	125,000
4,000	Pompeian Laboratories	382,250	382,250
9,200	Pond's Extract Company	200,000	445,100	645,100
4,000	Portland Cement Association	300,000	300,000
4,000	*Postum Cereal Company	875,000	1,274,830	2,149,830
4,000	*Procter & Gamble Company	510,000	1,409,050	1,919,050
2,065	Pro-phy-lac-tie Brush Co.	413,181	413,181
1,100	Quaker Oats Company	400,000	532,580	932,580
4,000	Radio Corp. of America	250,000	303,460	553,460
2,650	Rickenbacker Motor Company	560,000	560,000
3,455	Royal Baking Powder Company	175,000	312,990	487,990
1,900	Royal Typewriter Company	200,000	200,000
1,300	Salada Tea Company	350,000	350,000
2,600	W. A. Sheaffer Pen Company	150,000	150,000
1,400	Shell Oil Company, (Los Angeles)	100,000	100,000
1,000	Shredded Wheat Company	350,000	350,000
1,000	Simmons Company	210,000	308,960	518,960
1,000	W. & J. Sloane	170,000	170,000
1,600	Alfred H. Smith Co. (Djer-Kiss)	200,000	200,000
1,000	Southern Cotton Oil Trading Company	175,000	280,776	455,776
1,240	E. R. Squibb & Son	278,460	278,460
845	Standard Oil Co. of California	500,000	500,000
1,500	Standard Oil Co. of Indiana	1,500,000	1,500,000
1,350	Standard Oil Company of New York	311,505	311,505
1,800	A. Stein & Company	180,000	180,000
1,100	Sun-Maid Raisin Growers Association	465,000	518,050	983,050
1,560	Swift & Company	763,960	763,960
1,000	*Texas Co.	395,500	395,500
1,000	Union Oil Company (Los Angeles)	300,000	300,000
1,250	Union Pacific System	570,000	570,000
1,450	United States Rubber Company	750,000	309,410	1,059,410
1,000	*Vacuum Oil Company	125,000	752,000	877,000
1,140	Valentine & Company	595,500	595,500
1,300	Vick Chemical Company	200,000	200,000
1,570	Victor Talking Machine Co.	1,900,000	1,184,310	3,084,310
1,000	Washburn-Crosby Co.	279,250	279,250
1,775	R. L. Watkins Co.	335,452	335,452
1,970	The Western Company	125,000	125,000
1,000	Williamson Candy Company	200,000	200,000
1,700	Willys-Overland Co.	500,000	859,850	1,359,850
1,000	*Wm. Wrigley, Jr. Company	1,250,000	1,250,000
270	Zonite Products Co.	282,870	282,870
980	TOTAL	43,530,000	\$38,854,747	\$82,384,747

Note One: Estimates compiled by the Bureau of Advertising of the American Newspaper Publishers Association.

Note Two: From a statistical study of thirty magazines made by the Crowell Publishing Company.

* For names indicated in this manner, PRINTERS' INK has on its records the amount of the original advertising appropriations. The records show the first appropriations made by the companies thus indicated to be as follows: Armstrong Cork Company, \$3,000. Borden Sales Company, Inc., \$513.75. Campbell Soup Company, \$4,264. Clicquot Club Company, \$10,000. Coca-Cola Company, \$73.96. Hupp Motor Corporation, \$100.68. International Silver Company, \$10,000. Lehn & Fink, \$5,000. Postum Cereal Company, \$1,669.84. Procter & Gamble Company, \$11,543. Texas Company, \$8,000. Vacuum Oil Company, \$90,000. Wm. Wrigley, Jr. Company, \$32.

† Dealers' advertising included in these newspaper figures.

Fada Forms Subsidiary to Promote Canadian Distribution

F. A. D. Andrea, Inc., New York, manufacturer of Fada radio equipment, has organized a Canadian subsidiary for the manufacture and distribution of its products in Canada. The headquarters of the new company, which will be known as Fada Radio Ltd. of Canada, will be located at Toronto. Plans for its organization were recently completed by F. A. D. Andrea, president and R. M. Klein, general manager. The Fada company has also increased its distribution facilities by the addition of a plant and sales office at Chicago and three warehouses and a sales office on the Pacific coast.

Death of E. H. Rounds

Edward Hurd Rounds, assistant treasurer of the Pierce-Arrow Motor Car Company, died recently at Buffalo. Mr. Rounds joined the company twenty-five years ago. Previous to his appointment as assistant treasurer, he had been advertising manager for a number of years.

C. W. Beaver Leaves Yale & Towne

Charles W. Beaver has resigned as general sales manager of the Yale & Towne Manufacturing Company, Stamford, Conn. He had been with the company for nearly twenty-five years.

C. Brandes, Inc., Moves to Newark

C. Brandes, Inc., New York, radio equipment has moved its factory and executive offices to Newark, N. J. The sales and advertising departments, as well as the office of vice-president M. C. Rypinski, will remain in New York.

Kimball Mogensen Transfers

F. L. Sparks

F. L. Sparks, who has been with the Los Angeles office of the Kimball-Mogensen Company, publishers' representative, has been transferred to the San Francisco office.

General Automotive Corporation Changes Name

The General Automotive Corporation, Chicago, manufacturer of Monogram radiator caps and other automotive products, has become The Kingsley-Miller Company.

E. V. Lowry Joins W. V. Mackay

E. V. Lowry, formerly production manager of the Botsford-Constantine Company, advertising agency at Portland and Seattle, has joined W. V. Mackay, Seattle, in a similar capacity.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CANADIAN ADVERTISING

SMITH, DENNE & MOORE

CALL IN

LIMITED.

TORONTO—Lumsden Bldg.

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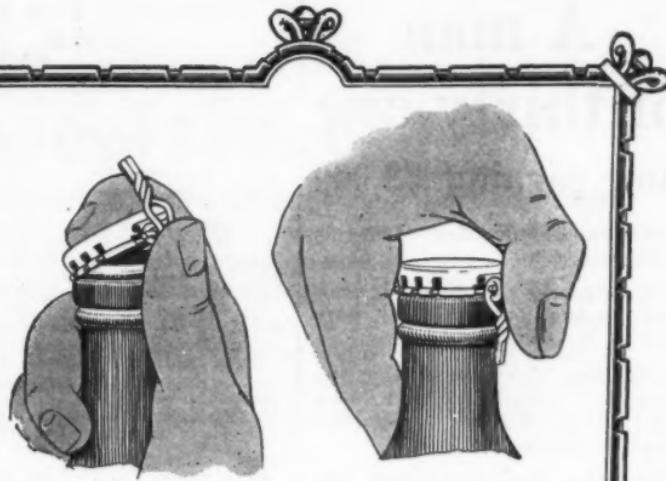
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Thumbs Up

Opens the Bottle

Thumbs Down

Closes the Bottle

Just a touch of the thumb and the bottle is opened. No tugging with corkscrews, no crumbling corks, no bottle opener.

Click, click, that's all. The bottle is sealed as tightly and as perfectly as when it left your factory.

Particularly we call your attention to the fact that we manufacture a complete line of capping machines for applying KORK-N-SEAL up to 100 per minute.



To open: merely raise the lever and push with thumb.
To reseal: replace cap on bottle or can and push lever down.

**Williams Sealing
Corporation
DECATUR, ILLINOIS**

Williams

KORK-N-SEAL
THE CAP WITH THE LITTLE LEVER

A man of thirty-one now earning \$9,000

wants to make his first change in over five years.

Ten years ago he financed, built and operated a successful business of his own.

In the past eight years, some two hundred advertisers have paid millions of dollars to publish what he wrote for them.

While he has functioned primarily by writing, he knows every detail of producing advertising, has been responsible for the complete strategy and plan of several campaigns, and has cooperated helpfully with some of the best known layout men in the advertising business.

Naturally, his experience includes advertising in all types of publications for all kinds of products. In addition to space advertising, he has had unusual opportunities to learn the power of direct mail advertising.

He is a law-trained university graduate, who has a good command of both words and "styles" in writing.

He is now with an advertising agency, but does not believe in bringing any accounts with him, nor in taking any away.

Perhaps his next connection will be with a larger agency in plan and writing work; perhaps it will be with a smaller agency as head of the copy department (he has had some success in training others); perhaps it will be with a high grade manufacturer who wants more than the average advertising manager.

He invites correspondence from all three.

Please address Box "V," 170, care Printers' Ink.

Automotive Parts Sales Gaining

A survey of the automotive parts and accessory business, conducted by the Motor and Accessory Manufacturers Association, shows a steady gain throughout the first quarter of 1925 in the wholesale value of shipments to customers, the advance for March being 32 per cent over January. February sales were about the same as January.

A 38 per cent advance is shown for March over January in unit parts and accessory business done with car and truck manufacturers. A 59 per cent advance for March over January is shown in accessories business with the trade. Service or repair shop machinery and tools showed a gain of 62 per cent for the same period. Replacement parts sales dropped off in February, and in March were 5 per cent lower than the January figures.

New Advertising Business at Fort Worth

Charles C. Johnson, Jr., formerly manager of the art and copy department of the Fort Worth, Tex., Record, has started an advertising service under his own name at Fort Worth. He will direct the accounts of the Williamson-Dickie Manufacturing Company, maker of Don play suits and Dickie's Best work clothes, and of the Universal Mills, producer of Superior stock and poultry feeds.

Candy Account for Boston Agency

The Euclid Candy Company, Cleveland, Ohio, manufacturer of Love Nest candy, has appointed the Harry M. Frost Company, Boston, advertising agency, to direct its advertising account. Newspapers will be used.

Regarding the advertising plans of the company, Mr. Riggs informs PRINTERS' INK that increased sales and advertising support will be given the product in season.

Report of International General Electric

The International General Electric Company, New York, reports net sales of \$22,590,108 for the year ended December 31, 1924, against \$22,371,526 in the previous year. The net income is given as \$2,474,845, against \$2,469,463 in 1923.

R. W. Wadman, Manager, "Oil Engine Power"

Rex W. Wadman has been appointed manager of Oil Engine Power, Chicago. He previously was advertising manager of Motorship and Oil Engine Power. In his new position he will confine his activities to the latter publication.

The Central Office

The main office of the American Wool and Cotton Reporter at 530 Atlantic Ave., Boston, is continually requested by mill agents, managers, superintendents and heads of departments to hire men for them or recommend men to them or to keep these men themselves in mind for advancement in the textile industry. These men come to us for advice regarding manufacturing processes, merchandising and financing problems, etc.

In the textile industry, the American Wool and Cotton Reporter is looked upon as the strongest influence. It is the one textile trade paper that is regularly consulted by the industry in general.

The American Wool and Cotton Reporter has more actual subscribers in the textile industry of New England than any other two papers combined and about as many subscribers among the responsible purchasing heads in the New England and Southern textile states as any three textile papers combined. The American Wool and Cotton Reporter is the one textile paper that has the confidence of the entire industry.

The American Wool and Cotton Reporter is the only textile trade paper that doesn't give premiums to secure circulation.

Standard 7 x 10 Page Charter Member A. B. C. Established 1887

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Textile Manufacturing Industries of America
The Oldest Textile Paper of Continuous Publication in the United States
Largest Circulation of any Textile Publication in United States

530 Atlantic Avenue
Boston

518 Johnston Bldg.
Charlotte, N. C.

One of the First Four

*Automotive Journals of the Country
In Advertising Volume Per Issue.*

In Four Short Years



SUCH has been the remarkable achievement of SOUTHERN AUTOMOTIVE DEALER since it was founded in January, 1921. April advertising shows a 20% gain over April last year.

This development has been the result of an ever-increasing appreciation of the value of a journal 100% devoted to the prosperous automotive trade of the 15 Southern states—and a most complete service in building profitable Southern distribution and sales.

8 out of 10

In percentage of increase in car registrations in 1924, as compared with the previous year, eight Southern states were among the first ten of the country. Each month this year the sales of the Southern jobbers, dealers and service stations are showing a substantial increase over the corresponding months a year ago. It is going to be another great automotive year in the South.

*Full information on request.
It will interest you.*

SOUTHERN AUTOMOTIVE DEALER

Published by W. R. C. SMITH PUBLISHING CO.

GRANT BUILDING

ATLANTA, GA.

A Stock Solution for Everyday Questions

Manufacturers Searching for Answers to Retailers' Inquiries May Find That Certain Other Retailers Can Supply the Best Information — How to Get Such Material.

NIAGARA WALL PAPER COMPANY
NIAGARA FALLS, N. Y.

Editor of PRINTERS' INK:

In attempting to improve selling methods and introduce advertising to the retailers of our industry, we have often been confronted with this question by the dealer, "What percentage of my gross sales should I use for advertising?" In other words, what proportion of his sales can a dealer afford to put into advertising and publicity?

We, like the majority of manufacturers, have a definite advertising appropriation based on our volume of sales for the year. But we are at a loss to know how to advise the dealer—the same percentage and program are not applicable to both dealer and manufacturer.

One of the goals we are striving for, is a longer selling season for the retailer. At present practically all the retail business is crammed into three spring months and is consequently restricted in growth due to lack of labor and time under the "peak" demand. We therefore must educate the public to the practice of decorating earlier in the spring, later in the summer, and also develop a fall season. Fall is really the logical time to paper as you live indoors practically all winter and that is the time your walls should be bright, fresh and inviting.

As you know, this sort of educational, or habit-forming advertising is a "long pull" and must be done forcefully and well. How can we get a small dealer with little capital to impress his community on this point? It must be done and be done soon—otherwise the small-town dealer will die under the stiff competition of the mail order houses.

Can you give us any advice of experience that we can carry to the dealer and say: "Here are the experiences of other dealers who have used advertising successfully—you can safely spend so much to tell your community your story?"

We have a plan of co-operation—offering the dealer direct-mail help and newspaper advertising of which we stand a portion of the expense and it works fine except we cannot advise the dealer how much to spend.

NIAGARA WALL PAPER COMPANY
ELLIS T. MORRIS

THIS is an interesting inquiry. The questions are important and are about problems that are likely to be bothering manufacturers in other lines.

Usually we are suspicious of cure-all remedies, as all problems generally have peculiarities of their own and require specific handling. To this particular inquiry, however, we are going to give a stock answer. The same answer can be applied to any questions in any way similar to those asked by the Niagara Wall Paper Company.

Here's the answer: Some of your dealers, no matter what your line, are successfully handling every problem or question or difficulty that may be harassing the majority of your dealers. The thing for the manufacturer to do, therefore, is to find out how these enterprising dealers are meeting specific problems in their business and then to pass this information on to all dealers.

Take, for instance, the matter of the retail advertising appropriation. It would be of little benefit for the wall paper dealer to know what percentage of his sales the grocer, the hardware dealer or the druggist appropriates for advertising. Neither would it help him much to learn what percentage is appropriated for advertising by wall paper dealers in larger or smaller cities or who are up against entirely different conditions. What he wants to know is what some dealer in the same business, in a similar locality, and operating under similar conditions, is doing. Somewhere there is such a dealer who is making a success of his business. A description of his methods should be passed on to other dealers who are not so successful.

The same thing applies to lengthening the wall paper season. Surely there must be many merchants in this business who have been able to stretch out the period of sales. Telling how they have done it would be helpful to all others in the business.

There isn't anything new about this suggestion. It is essentially the basic idea of the sales promotion methods of such well-

COPY MAN WANTED

Splendid Opportunity to Connect With Growing Agency

We are ideally situated in the hub of a section rich in business. Considerable progress has been made in the past—and from present indications our opportunities are still greater.

We are in need of a writer of experience—preferably with agency background. He should know the "why" of advertising plus the ability to write it. Experience on mail-order accounts will be helpful and some layout ability will stand him in good stead. He must be able to write on a variety of subjects—and furnish material to back up his claims.

To the right man—one who is willing to work hard, as we do—we offer a splendid opportunity to grow with us. If you are, in age, around twenty-five or thirty and willing to start at a moderate salary with the understanding that your efforts will be properly recognized, write us fully, outlining your experience and name the figure at which you would start.

TAUBER ADVERTISING
AGENCY, INC.
925 Fifteenth St., N. W.
Washington, D. C.

Copy and Plan Director

- ¶ 10 years' experience.
- ¶ Rapid producer of resultful copy.
- ¶ Sound plan and merchandising man.
- ¶ Thorough knowledge of art, plate, printing and space buying and all phases of production.
- ¶ Thirty years old, married; two children; highest references from past and present employers.

Inquire C. P. D.
Box 26, c/o Printers' Ink

known advertisers as Hart Schaffner & Marx, National Lead Company, Acme White Lead & Color Works, the Goodyear Tire & Rubber Company, Kelvinator Sales Corporation, Berry Brothers, National Carbon Company, Cannon Mills, Lewis Manufacturing Company, and many others. The trade promotion advertising and other literature of these concerns is always filled with "success stories." The name of the dealer, his address and a full description of his accomplishments are always given.

Every manufacturer should always be collecting data of this kind. The information is not easy to get, however. Salesmen should be instructed to keep their eyes peeled for success stories. As a rule, though, salesmen are not good reporters. But usually they have a news sense. If they are encouraged to send in leads, the home office can follow them up and get the details from other sources. We know of one manufacturer who hired a trained investigator to go after these stories. He spent nearly two years in the field. The trouble with a system of this kind, however, is that so much information is obtained that most of it is out of date before it can be used. The best system is to follow up the leads as they are obtained. In this way, a fresh stream of information is steadily coming in to the advertising department—[Ed. PRINTERS' INK.]

Boston Gear Advances Frank Burgess

Frank Burgess, for many years general manager of the Boston Gear Works, Inc., Norfolk Downs, Mass., has been elected president. He will continue as general manager.

Ingersoll-Rand Income

The Ingersoll-Rand Company, New York, mining and contracting machinery, reports a net income of \$4,454,623 for 1924 after all expenses, Federal taxes and preferred dividend requirements. This compares with \$5,971,137 in 1923.

Miss Vera Dooner has joined the advertising staff of the Barnet Leather Company, Inc., New York. Miss Dooner for several years has been with the advertising department of Stern Brothers, New York department store.

**"To Every People
According to its Language"**

One of Our New Clients Expresses An Opinion—

ON completing the first year's service in handling the foreign language advertising for one of the greatest business enterprises in the United States, we asked the advertising manager to tell us what he thought of our service.

"All we can say is that we sincerely regret that we didn't tie up with you long before. It would have saved us a great deal of time and a great many heartaches."

Intimate knowledge of the foreign language newspapers and the markets they reach, gained through many years of

painstaking work in this field, has equipped us with a talent for solving the many problems that beset the advertiser and advertising agent desiring to sell to the millions of foreign born in the United States.

Many of the leading American manufacturers are being served through our organization, in co-operation with their advertising agencies. Their continued use of our service year after year is the most eloquent testimonial of its merit.

May we help you solve your foreign language advertising problems?

HLWiner Special Agency

PUBLISHERS' REPRESENTATIVES

LEADING AMERICAN FOREIGN-LANGUAGE NEWSPAPERS

MEMBER A. B. C.

154 Nassau Street, New York City



Teaching Business to Professional Men

St. Louis College of Pharmacy Recognizes That Apothecary Shops Have Become Something More — Will Teach Business Practice as Well as Compounding of Drugs

THERE may be news for every manufacturer and jobber of products that are sold through drug stores in certain changes in its curriculum that are now being considered by the St. Louis College of Pharmacy. That institution is giving thought to a proposal that it turn out graduates who are merchants as well as technical pharmacists.

A manufacturing chemist and jobber of drugs, Carl F. G. Meyer, president of the Meyer Brothers Drug Company, has done much to show the St. Louis college the desirability and need of undertaking such a task.

From intimate contact with retail druggists Mr. Meyer knows that the curricula of colleges of pharmacy have in no sense kept pace with the development of the modern drug store from the old-fashioned apothecary into the modern general merchandise store. As Mr. Meyer sees the situation the druggist must be taught how to be a smart merchant as well as a skilled pharmacist.

"In the larger cities," according to Mr. Meyer, "two kinds of drug stores have been developed: One is strictly ethical. It is devoted to the filling of prescriptions. It deals only in medicinal products. The other type is a general merchandise store. It is in competition with other kinds of retail stores. It generally has a lunch counter or soda fountain and a cigar stand. And in addition to filling prescriptions and selling medicines it sells candies, notions and sundries of all kinds.

"Neither of these two types of druggists of today finds it necessary to manufacture his extracts, elixirs, etc. These are produced

Our present advertising manager contemplates going into business for himself. We are looking for a man with unusual experience to replace him. He must be a man of proven ability — one who knows advertising and one who knows the motor car business. To such a man we can offer a very unusual opportunity. Write experience, qualifications and salary requirements to J. E. Fields, Vice President in Charge of Sales, Maxwell-Chrysler, Detroit, Michigan.

Seems Incredible Mr. Smith!

"We want to take this opportunity to thank you for calling your medium to our attention, as it has proved to be an important part of our success in the advertising field. Four years ago when you persuaded me to take some space in the Magazine of Wall Street, I did so, with a great deal of reluctance. Were it not for the fact that you believed enough in advertising yourself to purchase our calendars with your imprint on, you could never have sold us.

The first four insertions brought us inquiries from worthwhile concerns all over the United States. *In fact, our first year's business from your magazine could have amounted to \$150,000.00 were we in a position to fill the orders.* On the samples submitted, we closed in actual business over \$25,000 worth of orders from concerns in Washington, California, Georgia, Pennsylvania, Michigan, Colorado, Kentucky and Wisconsin. These orders ranged from \$250.00 to \$5,000.00.

We have never inserted an advertisement in your publication that hasn't brought us good results, and, were we in a position to fill the orders, would run every issue with you."

—Just written to us by
G. W. SMITH, President
Teleo-Desk Pad Co., Chicago, Ill.

100% BUYING POWER IN

The MAGAZINE of WALL STREET

Member A. B. C.

42 BROADWAY

NEW YORK

Western Industrial Representatives
A. G. CRANE ASSOCIATES

53 W. Jackson Blvd.

Chicago, Ill.

[A message to the European and American delegates attending the 21st Convention of the Associated Advertising Clubs of the World held at Houston, Texas, May 9th-14th, 1925]



THE TWO SYMBOLS OF SERVICE which have been outstanding during the past decade in the advancement of high ideals in the publishing and advertising world are those of the Associated Advertising Clubs of the World and the Audit Bureau of Circulations.

The mottoes of these two associations, indelibly and irrevocably imprinted on their banners are "Truth in Advertising" and "Truth in Circulation," and they have gone hand in hand.

Their combined influence has not only covered the North American Continent but is extending steadily throughout the entire civilized world and is encircling the globe.

Clubs affiliated with the A. A. C. of W. have been established in many lands. A. B. C. Associations have been organized or are in the process of formation in several European and other countries. In neither association is there a trace of selfish interest. We are giving to the world the benefit of our experience in the attainment of

"Truth in Advertising" and "Truth in Circulation."

All we hope is that eventually there shall be established a world-wide federation of publishing and advertising interests under this banner of "Truth" that will not only be merely of commercial benefit, but will in the final analysis have a beneficial effect upon the welfare of the citizenship of the world at large.

The Houston Convention —made possible by the confidence of those participating in the London Convention—will no doubt send back to our friends across the seas a ringing assurance of co-operation in the attainment of this high ideal. In this the Audit Bureau of Circulations will be in hearty accord.

THE AUDIT BUREAU OF CIRCULATIONS O. C. Harn, President

Stanley Clague, Managing Director



for the druggist in large volume by pharmaceutical houses and sold to him at a lower cost and of a more uniform quality than the druggist himself could produce them."

Mr. Meyer emphasized the fact that the second type of drug store is so much in the majority today that its requirements — a better understanding of merchandising, advertising, salesmanship and accounting—can no longer be overlooked by colleges of pharmacy.

A study of retail drug stores, made by the Bureau of Business Research of Harvard University, supports in figures all that Mr. Meyer has said regarding the changes that time has made on the nature and character of the drug store as a retail institution. This particular Harvard study is especially illuminating in the manner in which it classifies by percentages the sales of the average drug store. It gave the following information on the relative sales importance of different types of products to the retail druggist:

Prescriptions, 10 per cent; proprietary medicines, 22 per cent; toilet articles, 10 per cent; rubber goods 3 per cent; candy, 5 per cent; cigars and tobacco, 8 per cent; soda fountain, 14 per cent; other goods 28 per cent.

That there is a real need for educational facilities that will make the druggist a merchant cannot be questioned. How properly to provide those facilities is the next question. The St. Louis College of Pharmacy has called in selected groups of men who are experts in various branches of science and business that can contribute to the requirements of the modern drug store. From the information such men have given a tentative curriculum has been developed. In general it calls for a scientific course in pharmacy; a course on laws important to the retail druggist; a course on financing, and a course on merchandising. This tentative merchandising course would deal with subjects such as prescription pricing; stock records; inventory; discounts and datings; store arrangement; sales-

WANTED—

A Man Who Can Develop into the position of Advertising Manager of Progressive Publishing House.

A well-known firm publishing several leading National magazines has opening for an experienced advertising man.

His present duties will be to direct and supervise the details and promotion work of the advertising department, direct the salesmen and build up lineage, working under the direction of the present advertising manager until he has demonstrated his ability to handle the department alone.

The man we want must have initiative, executive ability and plenty of ambition. One who is willing to start at a reasonable figure until he has demonstrated his worth preferred.

Apply by letter, giving past experience and salary desired.

Address "T," Box 28, care of Printers' Ink.

Wanted

Copy and Idea Man With Magazine Experience

A N outstanding magazine publishing house requires in its promotion department a quick-working young man able to create productive copy and layouts for its subscription and newsstand departments. The work covers a wide range—letters, posters, newspaper advertisements, press stories, etc. The man we choose must convince us by reference and specimens—

1. That he has had experience in originating such material in the promotion department of a magazine, newspaper, or book publishing house.

2. That he is resourceful and alert, that he has a flair for copy and layouts and will fully measure up to his large opportunity.

Address "Y," Box 173, Printers' Ink.

Eastern Representation

Associates who combine successful experience selling advertising in class and technical magazines in wide variety of fields, will shortly open office for the representation of magazines of this type in New York City and vicinity on a commission basis only. The background of this group covers executive experience in all the major phases of class and technical publishing field; editorial, circulation, business management, selling.

**Address "U," Box 29,
care of Printers' Ink.**

WANTED — Direct-mail advertising copywriter who is a natural salesman, having a thorough knowledge of general merchandise lines and manufactured specialties—able to put his arguments on paper in the shape of forceful sales copy and compelling headlines. This is a man's-size job with a large Chicago mercantile institution doing a nation-wide business. A very unusual opportunity for an ambitious man between 30 and 35 years of age with the proper experience, initiative and personality. In reply state full particulars — age, experience, nationality and salary. Strictly confidential.

**Address "Z," Box 174, Care of
Printers' Ink**

manship; analysis of markets; advertising, show card writing; window trimming; counter display; turnover; cost of doing business and mark-up based on selling price.

Before taking any action on this tentative curriculum the trustees of the college decided to avail themselves of a practical suggestion offered by Mr. Meyer: The employment of a man known and respected in the retail drug trade to make a survey of the question among retail druggists to find out exactly what qualifications the druggist requires in a graduate of a college of pharmacy. The expense of the survey is being borne by Mr. Meyer. When it is completed the trustees of the college will make their decision.

In Mr. Meyer's opinion if this experiment in combining a commercial education with technical training is carried through it will hold much interest for business men in lines of endeavor other than the drug industry. "What applies to a college of pharmacy," he says, "applies to other institutions of learning such as schools of dentistry, medicine and perhaps even law, and most certainly, it applies as well to the general educational scheme of our universities." In other words, Mr. Meyer is asking "Why teach a man a profession or a business and neglect to show him how to market the information or skill he has acquired?"

Report of Willys-Overland

The report of The Willys-Overland Company, Toledo, for 1924, shows a net profit from operations of \$2,086,645, against \$13,034,032 in 1923. Good-will, patents, etc., are carried on the company's books at \$1.00.

Now The Browning Crane Company

The Browning Company, Cleveland, manufacturers of locomotive cranes, has changed its name to The Browning Crane Company.

Joins H. Charles Sieck

Evangeline Aldrich has joined the staff of H. Charles Sieck, Los Angeles, advertising agent. Miss Aldrich was formerly with the Los Angeles Times.



Insure it!

FOR just a few cents you can give yourself North America Parcel Post Insurance protection.

Wrap a coupon with every package and you are insured against its loss, damage or destruction in the mails.

Mail the attached memorandum for information and rates.

Insurance Company of North America

PHILADELPHIA

Founded
1792

"The Oldest American Fire and Marine Insurance Company"

Insurance Company of North America
Third and Walnut Streets
Philadelphia, Pa., Dept. W 57

Name

Street

City State

Wants information on Parcel Post Insurance



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOV'T COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumaden Bldg., Toronto, H. M. RANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, MAY 7, 1925

Consistent Advertising Wins Again Under the heading "Now That Prosperity Is with the Farmer Again" in the September 18, 1924, issue of PRINTERS' INK, it was stated that the farmer was not going to be rushed off his feet by emergency advertising but that he was going to buy sensibly and conservatively.

This prediction has been more than borne out by subsequent developments. Instead of buying lavishly, as some manufacturers believed he would, the farmer apparently is spending his increased income to lay the foundation for greater agricultural prosperity. He is paying his debts. He is buying farm equipment, as is instanced by

the great increase in prosperity among implement manufacturers. A Wisconsin concern tells PRINTERS' INK it has sold its entire year's output of tractors.

"I have heard it stated," says Theodore F. Merges, president of Montgomery Ward & Company, "that farmers are using their increased income chiefly to buy luxuries and that as a result the ultimate gain to agriculture will not be as great as had been expected. Our records successfully contradict this belief. A report of sales by classes of items shows that our farmers are investing their increased income in fences, stoves, building material, cream separators, gasoline engines and similar essentials. They are not spending an unwise proportion of their present income for luxuries, but are using it to make their homes more comfortable and their farms more productive."

We are bringing up these things here, not as a means of showing that the rather emphatic statements in the above-mentioned article are now vindicated but to impress the advertising lesson thus brought out.

The farmer, being by nature and practice a discriminating buyer, favors the merchandise that he knows most about. He is buying now goods that have been consistently advertised to him over a considerable period of time, and not the goods that were spasmodically brought to his attention last fall when it appeared that his fortunes were on the mend. The great increase in retail mail-order business is in itself ample evidence of this fact. Through force of necessity, there being no other method to sell, the mail-order houses have kept a continuous stream of direct-mail and farm-paper advertising going to the farmer. He did not buy because he did not have the money to pay. But when he did have the money he bought from the people who have been advertising to him all along.

It is exactly on the same principle that the consistent and sufficient advertisers in farm papers are now reaping the benefits of

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their wise policy. They did not come forward with quickly conceived quarter-page advertisements in an effort to dip up a part of the buying stream as it flowed by. They realized that merchandising reputations are not built in a day and that it is upon these reputations that the farmer buys his goods.

There never was a greater demonstration of the soundness and value of long pull advertising. Manufacturers who, influenced by the farmer's comeback, have gone into farm papers without any well-defined objectives and who are seeking to make their advertising merely the creature of the moment would do well to ponder carefully upon these things.

**Every Dis-
advantage Is
a Sales Op-
portunity**

One of the cleverest capitalizations of a disadvantage that the advertising world has witnessed is the current campaign on Oh Henry!, the candy bar.

During the few years that this bar has been on the market it has made astonishing progress. In the confectionery industry, the success of this piece is regarded as nothing short of sensational. Several promising confectionery products are brought out each year, but for lack of aggressive sales and advertising promotion most of them drop by the wayside before many moons have run their course.

From the first, however, the Williamson Candy Company has backed Oh Henry! with a maximum of intelligent selling effort. But despite its success, the company met with one decided objection. The bar was too big and too "chewy" to permit of easy eating.

We say that this was an objection. It really was not an objection so far as the market for which the bar was originally intended is concerned. Children, young people engaged in sports, persons sunning themselves at the seashore, the hungry commuter, the automobilist and all others who like candy in gener-

ous, "chewy" hunks, found Oh Henry! to their liking. The initial success of the product was achieved in catering to this vast market.

Dainty eaters and persons with delicate appetites, however, do not like large pieces of candy. This eliminated a large segment of the candy-eating public. But a little more than a year ago, it was discovered that an Oh Henry! bar could be sliced into eight pieces and these could be served as chocolates or bonbons.

This opened a new field of immense potentialities for the company. Immediately it started to promote its discovery. All of the current advertising plays up the "sliced" idea vigorously. The advertising attempts to give Oh Henry! a social vogue. And it is succeeding. The company advertises that the public is eating nearly a million bars of this candy daily.

Before the discovery, Oh Henry! was bought largely one bar at a time. Now, the company is suggesting that customers phone their dealers and order several bars and keep a supply in the pantry ready for any occasion. Retailers inform us that people are doing this very thing.

What a splendid example of how ready the public is to respond to suggestions made through advertising!

**Canada Dry, There appears
for Example elsewhere in this
issue** an article entitled "How We Sell Dealers Who Are Overloaded with Other Goods," by P. M. Boggs, vice-president and sales manager of Canada Dry Ginger Ale, Incorporated.

A reading of this article leaves the feeling that there is a story behind it. It is apparent that the incidents cited could not have transpired if Mr. Boggs had the usual conception of what a salesman should do—namely, "get the order, never mind how, but get it."

His plan, first of all, is to turn salesmen into retail merchandisers or to get salesmen who know the

problems of the retailer and how to meet them. And just as important as the first step in this plan is the second step. That step is to keep the salesman abreast of all new developments in the problems the retailer has to meet in selling to the consumer.

All of this means that his salesmen have to know much more than "ginger ale." They must know all that they possibly can learn about practical merchandising in all retail fields. The sales manager out to set up a record on sales volume in a hurry will probably say, "That idea is probably sound, but returns are too far in the future to warrant its adoption."

Because that is the usual silent objection many sales managers make to this enlightened sales policy as Mr. Boggs has followed it and because Canada Dry refutes that objection is one reason why we call attention to it here. Canada Dry's sales success has been a tremendous one in a very short period of time.

But there is yet another fact that interests us. This principle which Mr. Boggs has used so successfully in retail selling is the very idea on which PRINTERS' INK and PRINTERS' INK MONTHLY were founded. It is nothing more than the interchange of ideas between advertisers so that proved merchandising ideas readily may be transplanted from one field to another and applied to the profit of the transplanter. The plan that Mr. Boggs follows is proof of the soundness of that idea.

Fool Questions "I'm asked more fool questions every day than I ever dreamed existed, and you'll never guess from whom they come," a hardware merchant said recently. "No doubt you assume it is my customers that I refer to. Well, it's true enough that they fire plenty of nonsensical questions at me. But it will surprise you to know that manufacturers ask me more fool questions daily than my customers ask in a week."

It developed that this retailer had reference to a certain type of direct-mail literature which seeks

to gain his interest by asking questions that are supposed to get him to stop, look and read. The majority of these questions are concerned with the subject of profit, and the dealer is asked in all sorts of ways whether he wants to make a profit. A very few, in fact, are very blunt about it. "Do you want to make a profit?" they ask. Others are a little more tactful. "Would you pass up a chance to make a good profit?" is a fair sample of this kind.

"Of course I want to make a profit," this dealer said. "What else am I in business for? And, of course, I'm interested in any proposition that holds out promise of a profit. But these 'profit questions' have been flung at me with such persistent regularity and in such numbers that they surely attract my attention. But irritating a prospect, even though it does induce attention, does not lead to sales."

The question of profit is, beyond argument, an effective introduction for a mailing piece. Unfortunately, there is a tendency for these opening questions to follow a uniform style and even a uniform wording. When this tendency is not guarded against, a few of the dealers who receive the literature are likely to be irritated as was the merchant just quoted. Upon the others, no impression at all will be made. The question, under these circumstances, is somewhat of a double-edged tool. Be careful that it does not slip and mar an otherwise fine piece of work.

Milwaukee and Chicago Industrial Advertisers Meet

Forty-two members of the Engineering Advertisers Association of Chicago were entertained at a dinner April 30 by the Milwaukee Industrial Advertisers Association. A. H. Oberndorfer, president of the Milwaukee association, greeted the Chicago guests. Responses were made by Ezra W. Clark, president of the Engineering Advertisers Association of Chicago, and by Julius Holl, president of the National Industrial Advertisers Association.

C. H. Hall, of the Burns-Hall Advertising Agency, Milwaukee, addressed the meeting on the subject of "Unusual Forms of Direct Advertising."

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Number 141 of a series showing effective coverage of national advertisers

Ford Motor Company

Expenditures in 1924

Newspaper advertising
\$2,000,000*

Magazine advertising
\$651,250**

Ford Motor Company individuals who
are readers of Printers' Ink and
Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
EDSEL FORD	President & Treasurer	Yes	Yes
W. A. RYAN,	General Sales Manager (Lincoln & Ford)	"	"
A. R. BARBIER,	Highland Park Plant	"	"
J. R. DAVIS,	Sales Department	"	No
H. S. PRITCHARD,	Sales Mgr. (Ont. Canada)	"	Yes
B. R. MUIR,	Adv. Mgr. (Ont. Canada)	"	"
W. C. G. HESS,	Adv. Div. (N. Y. C.)	"	"
RUSSELL M. BUCKLEY,	Asst. Mgr. (Phila. Lincoln Dept)	"	"
F. H. SHERMAN,	Adv. Dept. (San Francisco)	"	No

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.
**Compiled by the Crowell Publishing Company.

95 out of 100!

Of the **100** national advertisers whose expenditures for newspaper advertising in 1924 totalled \$43,530,000,—**95** are subscribers of record to the PRINTERS' INK Publications.

In these organizations PRINTERS' INK or PRINTERS' INK MONTHLY are read by:

- 99 Major Executives**—(Chairmen of the Board, Directors, Presidents, Vice-Presidents, Secretaries, Treasurers, General Managers).
- 84 Sales Executives**—(Sales Managers, Asst. Sales Managers).
- 81 District Sales Executives**—(Branch Managers, District Sales Managers, Asst. Branch Managers, and Asst. District Sales Managers).
- 117 Advertising Executives**—(Advertising Managers, Asst. Advertising Managers, Sales Promotion Managers).
- 209 Miscellaneous Readers**—(Members of Sales and Adv. Depts., Purchasing Agents, Credit Managers, Traffic Managers, Research Managers, etc.)

On the opposite page is shown the individuals in the Ford Motor Company who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY. A complete analysis of the PRINTERS' INK coverage in the other 94 organizations will be shown on request. Address nearest office.

PRINTERS' INK PUBLICATIONS 185 Madison Avenue, New York

Chicago: Illinois Merchants Bank Bldg. GOVE COMPTON, Manager. Atlanta: 704 Walton Bldg., GEO. M. KOHN, Manager. St. Louis: Syndicate Trust Bldg., A. D. MCKINNEY, Manager. San Francisco: 584 Market Street, M. C. MOGENSEN, Manager. Canadian: Lumaden Bldg., Toronto, H. M. TANDY, Manager. London: 40-43 Norfolk St., Strand, W.C. 2, C. P. RUSSELL, Manager.

Advertising Club News

First Base in Advertising Can't Be Stolen

Stressing the necessity for hard work in business, particularly in the early stages of an advertising campaign, Frank L. Campbell, in a talk which he gave at a recent meeting of the Advertising Club of Los Angeles, turned to baseball for a simile to illustrate the point he wished to emphasize.

Mr. Campbell, who is general sales manager of the United States Chain & Forging Company, Pittsburgh, said: "A baseball player can frequently steal second base, occasionally third, and even at rare intervals, he can steal home, but he can't steal first base. You can't steal first base in baseball, and you can't steal it in business. You must hit the ball before you can run."

* * *

Dallas Advertising League Elections

Alfonso Johnson has been elected president of the Dallas, Tex., Advertising League, for the year beginning June 1. Milt Pandres has been elected first vice-president; Frank George, second vice-president, and Roy Cowan, secretary-treasurer. J. Richard Brown, has been elected editor of "O.K.'d Copy"; Hugo Swan, vigilance director; R. C. Dyer, director-at-large; Herbert Stellmacher and Joe Dawson, directors for two years, and Knox Armstrong, chairman, study division.

* * *

Alfonso Johnson Heads Dallas Club

Alfonso Johnson of the Dallas, Tex., News, has been elected president of the Dallas Advertising League. Milton Pandres of Titche-Goettinger, was made first vice-president. Frank George of the Southwestern Paper Company, second vice-president and Ray Cowan of the Southwestern Printing Company, secretary-treasurer. These elections are effective in June.

* * *

Heads Toledo Advertising Women

Miss Julia Clark Coburn has been elected president of the Women's Advertising Club, Toledo, Ohio. She is publicity director of The LaSalle & Koch Company, Toledo department store. Selma Baer Elgutier was elected vice-president; Blanche McCreery, secretary, and Margaret Milne, treasurer.

* * *

George S. Langland with Dayton Bureau

George S. Langland has been appointed manager of the Dayton, Ohio, Better Business Bureau which recently has been organized. He was for five years with the Minneapolis Better Business Bureau in a similar capacity.

New York Club Hears Don Francisco

Don Francisco, co-manager of the Los Angeles office of Lord & Thomas, spoke at a meeting of the New York Advertising Club on May 4. The meeting was held under the auspices of the club's Marketing and Distribution Council.

Mr. Francisco was for several years advertising manager of the California Fruit Growers Exchange. He therefore, devoted his address to a sketch of history of the Exchange and to a recital of its many merchandising and advertising achievements. Mr. Francisco showed that since the Exchange started to advertise many years ago, advertising and merchandising has enabled the organization to overcome every marketing problem that has so far presented itself. It is selling its output at a total cost of 2½ per cent, which he said, is probably a lower sales cost than has been attained by any other large concern.

He said that for many years the problem of the country was to get farmers to raise two blades of grass where only one grew before. The problem, now, however, is to market that extra blade. The California Fruit Growers' Exchange is doing this successfully, as far as its own field is concerned.

The trouble with agriculture as a whole, is that it is over-extended, said Mr. Francisco. Advertising can help the farmer in many respects. But what he needs most for the present is to be let alone, free from legislative interference and to let economic law work out his salvation for him. Mr. Francisco's views on co-operative advertising as a means of assistance to the farmer were given in an article which appeared in the April issue of PRINTERS' INK MONTHLY.

* * *

J. H. Clyne Heads New Haven Club

John H. Clyne has been elected president of the New Haven, Conn., Advertising Club. Other officers elected are: Frank M. Dooley, vice-president; A. R. Teta, secretary, and Emanuel Dreyfus, treasurer.

* * *

Heads Champaign Club

Milton Dreyfus was elected president of the Champaign, Ill., Advertising Club at its annual meeting last week. E. E. Stafford was chosen vice-president and E. H. Burns, secretary-treasurer.



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Second District to Hold Summer Training Camp

The convention of the Second District of the Associated Advertising Clubs of the World, which will be held at the Hotel Bethlehem, Bethlehem, Pa., on June 1 and 2, is described as a "Summer Training Camp for Advertising Men." The meeting will be divided into four sessions. The following speakers according to present plans will appear on the program:

June 1—Morning: Paul V. Barrett, presiding; "Is Management Getting What It Deserves?" John Lee Mahin, Federal Advertising Agency; "What New York Retailers Think About the Advertising Outlook," Losi Z. Guck, Chatham Advertising Agency; "Pleasing the Boss," Carl L. Gibson, The Standard Corporation; "Tying Up to National Advertising," A. M. Umholtz, advertising manager, Easton *Express*; "Whose Business Is It?" S. Roland Hall, Easton, Pa.; "Who Pays for the Free Publicity?" Col. C. J. Smith, Allentown, Pa., *Call*, and "Training Sales People Properly," James H. Ross, Lancaster, Pa., department store.

Afternoon: William S. Hutchinson, presiding; "If I Were a Retail Advertiser," Bert N. Garstin, New York *Evening Post*; "Constructive Merchandising," Robert E. Ramsay, vice-president, James F. Newcomb Company; "Preventable Waste in Advertising," Robert K. Leavitt, secretary, Association of National Advertisers; "Advertising and Sales Management," Herbert W. Hess, University of Pennsylvania; "The Rate Question," Webster W. Baker, Ithaca, N. Y., *Journal*; "Hot Shots From the Firing Line," L. S. Chubbuck, advertising manager, Binghamton, N. Y., *Press*; "Is Honesty the Best Policy?" Berlin Boyd, manager, Scranton Better Business Bureau, and "Copy That Gets Results," George Burton Hotchkiss, New York University.

June 2—Morning: J. Bartley Doyle, presiding; "The Selective Service of the Distributor," H. E. Taylor, advertising manager, *Dry Goods Economist*; "Building an Eight Story Business through Advertising," Louis J. Heckler, president, Heckler Bros., Pittsburgh; "Everyday Problems of Retail Store Management," Thomas J. Mulvey, Charles Morris Price School of Advertising, Philadelphia; "Advertising from the Proprietor's Viewpoint," Ernest C. Hastings, president, The Caldwell Stores; "Making Your Space Worth What It Costs," E. M. Case, business manager, Williamsport, Pa., *Sun*; "The Making of a Newspaper," Hugh A. O'Donnell, New York *Times*, and "Sales Promotion in a Department Store," which will be discussed by E. W. Gibberd.

Afternoon: Rowe Stewart, presiding; "The Keynote of the Community," J. V. Long, advertising manager, The Philadelphia Company, Pittsburgh; "A \$500,000 Retail Business in a 5,000 Town," Robert J. Murray, president, Murray Company, Honesdale, Pa.; "Sails and Sales Both Belong to Yesterday as Instruments of Trade," R. C. Harris, advertising manager, Utica,

N. Y., *Press*; "Successfully Advertising the Small Department Store," F. Ray Phillips, advertising manager, Kennard-Pyle Company, Wilmington, Del.; "What Organization Has Done for Business," John G. McConnell, general manager, Pomeroy's, Harrisburg, Pa., and "What's Wrong with Retail Advertising?" William Nelson Taft, editor, *Retail Ledger*, Philadelphia. Reports of committees and election of officers will follow.

* * *

G. M. Lewis Heads Louisville Club

At the annual election of the Advertising Club of Louisville, Ky. G. M. Lewis, of the Ballard & Ballard Company was elected president. Other officers elected were: First vice-president, Frank T. Buerek, of the Commercial Lithographing Company; second vice-president, Andrew J. Brewer of the Louisville Railway Company; secretary, Byron W. Orr, of the *Herald-Post*, and treasurer, E. C. Kelly. A. R. Magee, of the *Courier-Journal* and *Times*, and R. L. Shumann, of the Stimson Computing Scales Company, were elected directors.

* * *

Chicago Advertising Council Elects Officers

Homer J. Buckley, president of Buckley, Dement & Company, Chicago, was re-elected chairman of the Advertising Council of the Chicago Association of Commerce at the annual election last week. John H. Logeman and G. R. Schaffer, advertising manager of Marshall Field & Company, were re-elected to serve as vice-chairmen for the coming year.

Chairmen and committees for the fifteen departments of the Council were also elected at this meeting.

* * *

Better Business Bureau Elects Officials

The Tulsa, Okla., Better Business Bureau, has elected the following officers: Chairman, Gary Y. Vandever, Vandever Dry Goods Company; vice-chairman, Frank O. Larson, Tulsa *Daily World*, and secretary-treasurer, Alfred J. Groves who is manager of the bureau.

* * *

Philadelphia Club Holds Dance

The "Blossom Dance," held by the Philadelphia Club of Advertising Women on April 28, was attended by about 1,500 persons. The proceeds of the dance will go toward the purchase of a clubhouse for the organization and to support its scholarship fund.

* * *

Bridgeport Club to Hold Annual Dinner

The Bridgeport, Conn., Advertising Club will hold its annual dinner at the Hotel Stratfield, Bridgeport, on May 19.

The Little Schoolmaster's Classroom

THE Schoolmaster was talking the other day with the merchandising manager of a New York department store when one of the floormen came up and asked if the store would sell one of the croquet sets being used as a display piece in the window. It seemed that a good customer of the store wanted the set and insisted it must be for sale, since it was displayed in the windows.

After telling the floorman what to do, the manager turned to the Schoolmaster with this explanation: "That is a frequent occurrence. In window displays it is the custom to give them atmosphere and naturalness by showing goods that may not be handled by the store. For instance, sports clothing for men, women and children is one of our biggest lines. I think right now we have eight windows devoted to this clothing. In each window, in addition to the clothing, we show outdoor furniture, golf clubs, tennis rackets, croquet sets, cameras, walking sticks and other things of that character. The store has no sporting goods department, so we buy the golf clubs, tennis rackets and other stuff like that just as we buy any other window accessory. However, we receive so many inquiries for sporting goods as a result of using them as a display accessory that we may be obliged to put in a sporting goods department.

"That is how we started a camera department. For years, cameras have been used as an accessory in travel displays, sports displays and in many other displays. This constant showing of cameras created a widespread impression that we had a camera department, so we started one and are glad we did.

"It is not generally known that the steady featuring of canes in store displays had much to do with giving the walking stick the vogue that it now enjoys.

"So, the next time you lecture

the Class on the question of dealer co-operation it might be well to remind them that this matter of getting goods used as display accessories isn't a bad way to get them into a store as regular merchandise."

The Schoolmaster thinks enough of the suggestion to pass it on verbatim.

* * *

There is something romantic and at the same time intensely practical in the names just given by the Pennsylvania Railroad to its fast through freight trains. Twenty-five of these freights now bear such picturesque titles as Man O'War, the Gas Wagon, the Ironmaster, the Mercury, the Accelerator, the Packer and the Blue Goose. Some of the names connote speed and certainty. Others possess some historical meaning. All of them have an imaginative appeal well adapted to advertising.

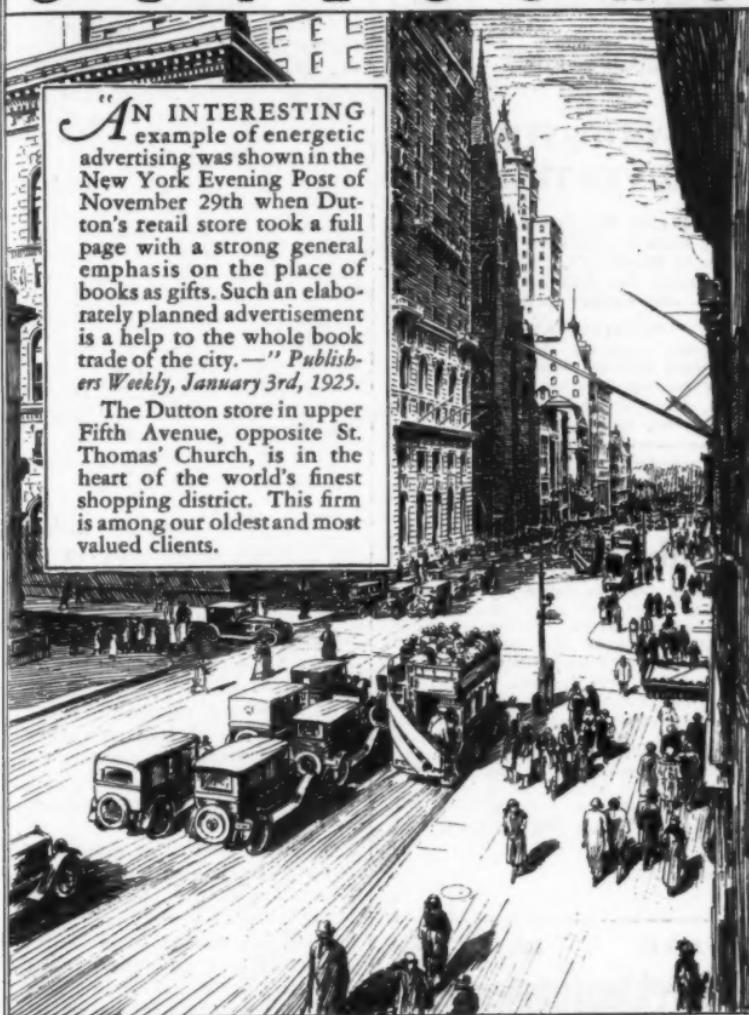
In the past, shippers have known the freights by number or symbol only. To most of the public they have typified the drab, seamy and tamer sides of railroading. The shining glass and varnish, the carpeted aisles, the polished brass and the neat uniforms of the passenger service are lacking on the plodding prosaic freights. The roads themselves have chosen to throw a glamour of pomp and circumstance around their crack passenger trains by giving them such names as the Wolverine, the Legionnaire, the Flamingo, the Olympian and the Sunset Limited, while the freights have gone pretty much unhonored and unsung.

It will be interesting to watch how the Pennsy sells the Gas Wagon to Detroit manufacturers, the Yankee to New England shippers, the Ironmaster to Pittsburgh, the Eclipse to St. Louis and so on down the roster. Putting distinctive labels on these important trains represents a step ahead in making the most profitable side of railroading better known and

OUTLOOKS

"AN INTERESTING example of energetic advertising was shown in the New York Evening Post of November 29th when Dutton's retail store took a full page with a strong general emphasis on the place of books as gifts. Such an elaborately planned advertisement is a help to the whole book trade of the city. —" Publishers Weekly, January 3rd, 1925.

The Dutton store in upper Fifth Avenue, opposite St. Thomas' Church, is in the heart of the world's finest shopping district. This firm is among our oldest and most valued clients.



CHURCHILL-HALL
INCORPORATED
H.B. LE QUATTE, President
50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

EVENING HERALD

SUPREME IN FOODSTUFF ADVERTISING!

During 1924 The Los Angeles Evening Herald published 76,790 more lines of Foodstuff Advertising than any other Los Angeles newspaper, daily and Sunday included!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Moloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Public Speaker

I want a position doing some kind of publicity work or platform salesmanship. Can entertain, arouse, convince. Recently addressed 235 meetings with 20,000 attendance and signed thousands to the dotted line.

Let me advertise your city, organize your association, or give your company high class publicity with dignity and ability. Let me lay before you my record of results and stacks of newspaper clippings testimonial of myself as a speaker, organizer and publicist.

Address "A," Box 175, Printers' Ink

hence more salable. But it is only a step.

From the practical viewpoint, it is little more than a gesture to apply an attractive name to any product or service without also capitalizing or merchandising that name. Advertising usually offers the most effective way of doing this on a commercial scale. By what other means, for example, would such widely and favorably known names as Heinz, Cadillac, Pepsodent, Walk-Over, Firestone and hundreds of others have literally become household words? In a sense, the freight trains can be looked on as the railroads' long-profit specialties. As such they should be advertised and sold more aggressively than anything else that the roads have to sell, if the principles of ordinary business hold good in railroading.

* * *

One of the things that makes the advertising man's job so much worth while are such occasional flashes as the following which dropped in one day recently at the advertising department of S. L. Allen & Co., makers of Planet Jr. farm and garden implements. It was from the company's Chicago distributor and had reference to the disposition of a number of inquiries, referred by the company to him, received in response to its advertising.

"The advertising man in any concern," reads his letter, "usually labors under the handicap of not being able to trace just how successful his efforts have been.

"Today our customer at _____, Illinois, called in the office and gave us some information that may be of some encouragement to your advertising department. You will recall that you have been referring to us various inquiries, and a number of these happened to be located in the vicinity of _____.

These inquiries were all referred to our dealer there, and he today informs us that yesterday he sold the last of these inquiries, making a 100 per cent record on the names referred to him.

"Just thought you might be interested in this, so are passing

A.B.C. Est. 1873

American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards
and manufacturers of 85% of the lumber
manufactured in U. S. A.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local Individuals, Professional Business Concerns.

99% GUARANTEED 5¢ each
by refund of

ROSS-Gould Co. 547 N. 10th St. St. Louis

JAMES F. NEWCOMB & CO., INC.
 Direct Advertising
 Merchandising Counsel
 380 Seventh Avenue
 NEW YORK
TELEPHONE PENNSYLVANIA 7-00-1234

To Advertisers and
 Advertising Agencies:

This, frankly, is a letter of explanation.
 Several hundred clients know - from actual
 experience - what the Newcomb Method of
 Direct Advertising is.

Others, occasionally draw an erroneous
 picture - and think of it as a printing
 service or an advertising agency.

It is neither.

Our work is the increasing of sales thru
 the application of specialized knowledge
 or merchandising along Direct Advertising
 lines.

National advertisers - technical advertisers -
 and local advertisers - many of whom also use the
 services of advertising agencies.

A staff of 180 - including a score of men
 who have already made their mark in mer-
 chandising and advertising agencies - comprise the
 personnel of this organization.

The Newcomb Method of Direct Advertising is
 available to advertisers having merchandis-
 ing problems solvable by Direct Advertising
 and to advertising agents realizing the ne-
 cessity of specialization in this branch of
 advertising.

For them we have an interesting story, which
 may be had in detail, if requested by an
 official, sales or advertising manager or
 agent.

James F. Newcomb & Co., Inc.

An open letter of explanation

May 7, 1925

Can You Sell Advertising?

Established Direct Mail Agency, one of the largest and best known in the Middle West, producing complete campaigns for manufacturers, is desirous of locating a man who has had experience in selling advertising to high grade executives. Must be a real producer. Such a man will be backed by intensive sales help. Good income assured, with a chance to earn a substantial interest in the organization when successful applicant makes good. Reply in complete detail. Answers held in strict confidence. Address "X," Box 172, care of P. I.

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R." Box 23, care of Printers' Ink.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago



Howell Cuts

for houseorgans
direct mail and
other advertising
Charles E. Howell • Pink Building • New York

COLOR,
PERMANENCE AND
ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.

THE KIMBALL SYSTEM
LOWELL - MASS.

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents
MONTREAL

WINNIPEG

along to you this information."

That works out like a perfect square root equation, but the Schoolmaster submits the letter as much for the spirit in which it is sent as for the facts it contains.

* * *

A Chicago friend writes the Schoolmaster telling about calling upon a druggist acquaintance in the latter's store a few evenings ago. He found the druggist in the basement putting into small jars some cold cream of his own make.

"Going into the manufacturing business, are you?" the visitor asked. And then he saw that the entire basement had been turned into a sort of rough and ready laboratory for the making of toilet articles and remedies of numerous descriptions. On a long shelf over the sink, for instance, were several rows of bottles containing a cough medicine freshly made and labeled.

"You see," explained the druggist, "I am not very busy this evening and so I am making some stuff to sell. I consider my time is well spent because these things here pay me three or four times the profit I can get out of the advertised brands. I know what all these things are composed of. Why, therefore, should I not have the profit that the manufacturers get?"

The practice outlined above is more than common, as every manufacturer and jobber, selling to druggists, knows. The individual small druggist making up a few dozen bottles of a cough remedy proceeds on exactly the same theory as does the owner of a chain who produces a similar remedy by the gross to sell in his several stores. Each is actuated by the thought of the larger profit.

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May 7, 1925.

he can gain. Any manager of a store in a certain Chicago drug chain will lose his job if at least one-third of his gross sales in any one month are not made up of the company's own goods.

It is apparent that the merchandising principle of turnover and the profit that can be gained through volume, even with the individual profit small, has not made a great deal of headway in the drug trade. The Schoolmaster brings it out here, not in the way of criticism, but rather to point out to a large list of manufacturers where a great opportunity for them is to be found.

The small druggist who is most addicted to the private manufacturing habit is usually even more of an amateur in the matter of figuring profits than in compounding remedies. He counts his own time at nothing and gives to himself free such items as rent, light and heat. He is perhaps the most intelligent man in the retail trade, at that. He has not been properly instructed. And there lies the fault.

Advanced by Pope Publishing Corporation

The Pope Publishing Corporation, New York, has advanced G. N. Anderson from advertising director of *Toilet Requisites* to assistant secretary of the company. James M. Doherty, Jr., assistant to Mr. Anderson, has become director of advertising. H. R. M. Gordon, who was formerly manager of the Charles F. Redel Associates, publishers' representatives, has joined the Pope company.

G. R. Arnold Joins Utica Agency

George R. Arnold, who has been with The H. K. McCann Company for the last five years, has joined the staff of Wortman, Brown & Company, Utica, N. Y., advertising agency.

AGENCY PARTNERSHIP WANTED

All-around agency executive, high-powered sales producer and creative man will purchase all or part interest in growing, established agency that is writing a substantial amount of business. Give complete details, as I mean business. Replies held in strictest confidence. Address:

"W," Box 171, care P. I.

Writers on Business Topics

We have openings for one man in New York and one in Chicago to make investigations and prepare articles on assigned subjects relating to merchandising and industrial practice. Experience in this field and ability to write clearly and interestingly are essential. Either a full-time or a part-time arrangement may be feasible. State briefly your education, experience, and weekly compensation expected. Address "B," Box 176, c/o P. I.

CO-OPERATION FOR A PUBLICATION

Trade paper or successful small magazine owner who is desirous of making more profit and greater success, will find it worth while to answer this advertisement. My printing establishment is available and aid can be given to a publication now operating profitably but which could make more money with proper resources for expansion and added co-operation. Address "F," Box 24, care of Printers' Ink.

Multigraph Ribbons Re-linked



process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-linking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

Send 2 Ribbons
to be Re-linked
at our expense.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fender & Co., New York City

Good opportunity for man with printing plant to connect with live weekly paper and jobbing business—Growing Chicago Suburb. Address Box 345, Printers' Ink.

For Sale, cheap, 5-horsepower Nash gas engine, in first-class condition. Use discarded owing to installing electric power. Write for particulars. New Rochelle Pioneer, 14 Lawton St., New Rochelle, N.Y.

PRINTING We can handle one more publication—run not over two hundred thousand. Will furnish paper and carry account sixty days. Address Box 334, care Printers' Ink.

PUBLISHERS—ATTENTION
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

FOR SALE—Direct-Mail Advertising Business (a side line that grew into a profitable venture). In a growing Michigan city of 55,000 population. First \$1500 takes business and complete equipment as well as a good bunch of accounts. Unlimited possibilities to right man. Other interests—reason for selling. Box 318, Printers' Ink.

Mail Order Business

Start with \$200 upwards. Utilize your skill. Write for suggestions what to sell. Bagger, Mail Order Advertising Agency, 38 Park Row, New York.

Exceptional Selling Opportunity

For men with a following among window display users.

LITHO - PAINT POSTERS

Perfect reproductions in oil of artists original paintings.

No Screen — No Stencil
Never before offered national advertisers—Color values supreme. A sensation wherever shown. Valuable territory concessions now open. Backed by financially strong company. Genuine co-operation. Established salesmen and brokers. Write at once.

Litho Paint Poster Co.
National Division
3101 No. Crawford Ave. Chicago

HELP WANTED

Newspaper Representative has opening for young man with some soliciting experience. Good opportunity for advancement. Give full particulars in first letter. Box 356, Printers' Ink.

Special Representative wants solicitor who is acquainted with New York agencies and advertisers. Permanent position, good salary and good opportunity. Address, stating experience, to Box 357, P.I.

ARTIST
wanted to buy Comm. Art business doing good with Engrs. Advt. Pub. and Mfgs. in Washington, D. C. Dandy for all around man. Price \$500. Box 340, P. I.

Advertising Representative—Excellent opportunity for man with good record for selling space on architectural or building trade journal. State age, experience, religion, compensation and references. Box 326, Printers' Ink.

Export Advertising Salesman for New York territory. One who has traveled South America or Far East preferred. Big proposition for right party. State age, experience, earning capabilities, etc. Box 353, Printers' Ink.

Pressman—First-class, in large plant located in small town in Wisconsin. Publication, book and commercial work. Forty-eight hours; no labor trouble. Only first-class pressman desiring steady, permanent job need apply. Box 320, P. I.

Circulation Manager of experience wanted by long established trade paper. Must have personally prepared A.B.C. statements, be a good organizer and capable of getting results by mail. Write in full giving age and salary wanted. Box 354, Printers' Ink.

Printing Salesman. Unusual opportunity for a printing salesman to connect with a concern producing very fine, as well as general, printing at reasonable prices. Correspondence treated in strict confidence. Financial arrangement commensurate. Box 339, Printers' Ink.

Business Executive. High-grade business executive wanted by an old established technical book publishing company. Qualifications: college graduate, not over 45 years, must show successful experience as an executive and be capable of handling problems in finance, sales agency, and mail order business. Box 355, P. I.

SALES CORRESPONDENT OFFICE EXECUTIVE

Capable of taking charge of sales promotion and large general correspondence for nationally known New York specialty manufacturer. Must possess initiative and sales instinct. Give full details regarding experience, age, salary in letter which will be held in confidence. Box 344, Printers' Ink.

Advertising Solicitor Wanted. Successful man for successful enterprise. Aggressive, quick acting solicitor in the Philadelphia zone. Call or write Radio Publicity Booking Corporation, 1015 Chestnut Street, Philadelphia, Pa.

Assistant to General Manager. Also in charge of Credit and Collection Department and publicity. Some newspaper or house organ experience desirable. Looking for man between thirty and thirty-five years with knowledge of general business. Opportunity for advancement. Apply by letter. Music Industries Chamber of Commerce, 45 West 45th Street, New York City.

COPY MAN WANTED—Unusual opportunity to associate yourself with sound, progressive, young agency. Must have agency experience and be capable of producing real, selling copy on mail-order and general accounts. Salary will be moderate to start—the rest will depend on the man. Prefer someone around 30 years of age. Outline experience fully, state age, whether married or single, and initial salary. Box 342, Printers' Ink.

ARE YOU THIS MAN?

We want a man of originality, possessing advertising, selling and merchandising experience. A man who can originate, create and sell printed advertising that will not only produce for the advertiser, but will build volume in our printing sales. An excellent opportunity for a man of proven ability to connect with large, well established offset and letterpress printers near Chicago. Liberal proposition to right man. Box 319, Printers' Ink.

To The Typographer and Layout Man

This advertisement is for the eye of some young artist typographer-layout man with ambition and original ideas, who is on the lookout for a real opportunity. We have an unusual opening just now for such a man to design booklets, catalogues and other kinds of direct-mail advertising, to make typographic layouts, and sketches and pen and ink drawings for reproduction. He must, of course, understand engraving and printing processes, and have had several years' experience.

If you think you are the man we are looking for, write us in confidence, giving full particulars but do not send samples of work until asked for. This is a permanent position with the largest and fastest growing direct mail printing company in this territory, in a city where it is pleasant to live and work. THE ARGUS COMPANY, Albany, N. Y.

ADVERTISING SOLICITOR for advertising agency. One who has been successful, who is ambitious to work to get more business, who is interested in exceptional service and merchandising backing, and who wants an extra big commission. All replies confidential. Address Box 346, Printers' Ink.

Advertising-Display Salesmen. We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising, and have a few choice territories open for high-grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, reference, etc., in first letter.

WANTED

Men who can work themselves into the \$5,000 to \$15,000 a year class. "Screen News" is a monthly magazine syndicated to local theatres, who mail them to their patrons. Several energetic men wanted to contract with theatres and sell space to local merchants. Exceptional opportunity for real workers. Call or write Albert G. Illich, 3509 White Plains Ave., New York.

ARTIST AND LAYOUT MAN

Progressive, well-established agency has opening in its art department for experienced figure and lettering man who also is capable of producing strong layouts. Splendid working conditions and interesting accounts. Unusual opportunity for permanent connection with unusual opportunity to grow with agency. Write fully outlining experience, state age, whether married or single and salary desired. Address Box 341, P. I.

MISCELLANEOUS

CANADIAN FARMERS MAILING LISTS

60,000 Ontario farmers by counties, $\frac{1}{4}$ c a name. F. G. Knapp, 7 Market Lane, London, Ontario.

A MONEY-MAKING PROPOSITION

for publishing or printing house. Best of reasons for selling. Box 321, P. I.

USED CHALK PLATES

for all line engraving. Send for our five-dollar trial outfit. Janes Engraving Plate Company, Quincy, Illinois.

Write **LAWSON** When in Need of Paper Cutters, Cardboard Shears, Wire Stitchers, Perforators, Punching Machines, Paper Drilling Machines, Bookbinders' Equipment.

E. P. LAWSON CO., INC.
438 West 33rd Street, New York, N. Y.
Is Your Name on Our Mailing List?

600,000 WELL-TO-DO FARMERS
A list covering the better agricultural parts of the 10 North Central Corn States. Personally selected names—accurate—complete. By states, counties and post offices. Also Dairy farmer list. For full details—Write on firm's letter-head at once to **FARMERS MARKET BULLETIN**, 401 Grand, Des Moines, Ia.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 11, 1925, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Expert make-up editor and well-known special writer wants position with magazine. Box 317, P. I.

FIGURE ARTIST, proficient in line or colors, can make original sketches to finished drawings; steady, reliable worker. Agency experience. Address Box 324, care of Printers' Ink.

Advertising man of many years experience, wants position in N. Y. City. Writes good copy, does good commercial art work in line and wash. G. A., 1189 Madison Avenue.

Artist. Lettering figure Posters, etc. Having seven years' experience and wanting part time work Morning, Afternoon or Night, will also take work home. Box 358, Printers' Ink.

COMMERCIAL ARTIST
Experienced, New York agencies and art services; desires position. Available immediately. Address Box 330, care of Printers' Ink.

Experienced Agency Copy Chief
and production manager, idea and plan man, desires to change position. Salary, \$6,000. Address Box 332, Printers' Ink.

Secretary—Executive, nine years' varied experience, strong executive ability, result-getter, good correspondent, cultural background, desires position. Knowledge stenography. Box 331, Printers' Ink.

Drawings in Pen and Ink

May I demonstrate my ability to depict in this subtle medium, samples submitted. H.W.S., 149 Genesee St., Auburn, N. Y.

Editor high-class weekly wishes change; personal reasons. Three years in present place. Wide experience, magazines, newspapers. Knowledge French, Spanish. \$75. Address Box 338, P. I.

ARTIST Versatile capability backed by 8 years' practical advertising experience. Familiar with typography and engravings in production end. Address Box 325, Printers' Ink.

Editor and Writer

Can prepare effective booklets, magazine articles, rewrite material, research. Whole or part time. Box 343, P. I.

N. Y. COPY WRITER

Eight years copy chief for big agencies and manufacturers. Address Box 350, care of Printers' Ink.

Advertising Assistant, 26, advertising and editorial department experience, capable of creditable work in copy, sales letters, layout, typography, seeks connection as stenographer or clerk until ability proved. Box 335, Printers' Ink.

Advertising Assistant, 24, college trained. 3½ years agency, printing, mail order experience. Can write copy, visualize, handle production. Desires position where versatility can be utilized. Opportunity essential. Box 352, P. I.

Going to Houston?

If you meet a pal who uses Sales Letters, Broadsides, Catalogs, etc., he'll appreciate your mentioning this ad. East or Mid-West. Box 323, Printers' Ink.

Advertising executive—Successful experience retail, department store, women's apparel chain. Knows sales promotion for retailers and manufacturers. Writer of resultful direct-mail copy. Capable assistant to busy executive. Salary moderate plus opportunity. Box 322, P. I.

Account Executive Copyman—Successful on variety of copy. Experienced in planning, contact, production. Seven years' advertising work with large manufacturer and two agencies. Good personality, proven judgment. Prefer N. Y. C. Box 327, Printers' Ink.

ADVERTISING MAN

with 12 years' experience in planning, writing and executing high-class advertising with real selling ideas and a thorough knowledge of art work, engraving, printing, etc., seeks connection with reliable firm. Married. Best references. Box 333, Printers' Ink, Chicago Office.

CAN YOU USE A MAN

who has had 5 years' experience preparing catalogues, dealer helps, sales letters and direct mail literature? Am now doing this work successfully as advertising manager for national manufacturer, but circumstances demand a change. College man, 26. Hard worker. Willing to start at \$3,200. Box 329, Printers' Ink.

Can You Use a Man of My Experience and Qualifications?

Age 27. College man; married; six years' agency, sales promotion and general publicity experience; executive capacities. Background of three years with leading New York agency. Directed and created an extensive "Manufacturer to Dealer" campaign. Now employed. Address Box 337, P. I.

SALES MANAGER, SALES PROMOTION AND ADVERTISING MAN

(American), over twenty years' record of results in personal big-caliber contract closing, training and handling salesmen and distributors and inaugurating and executing broad-gauge merchandising, marketing and advertising policies throughout United States and Canada (English and French), now open for engagement with well rated concern only; knows jobber, retailer, "mail order," canvasser and chain store merchandising, corporation work, collections, advertising agency procedure and printing; references include heads of several very large corporations. Box 347, P. I.

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WE CONNECT THE WIRES

TELL us about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Production Man—Thorough knowledge of engraving, type, forwarding, paper, printing. Trained in agency methods. Seven years' experience. Accustomed to volume of work and executive responsibility. New York agency or printer only. Box 328, Printers' Ink.

ARTIST—10 years' experience in producing Advertising Illustrations. Thorough knowledge of reproduction. A1 black and white, figure and layout man. Artistic sense of color and design. Present salary \$6000. Prefer to locate in North East. Will send samples on request. Box 349, Printers' Ink.

SALES PROMOTION MGR.
Young man, single, 8½ years' sales and advertising experience with various manufacturing concerns. A successful writer salesman who will prove a good investment for the manufacturer who engages him. Has specialized in the writing of technical and trade paper advertising, catalogs, leaflets, direct-mail literature and sales letters. Box 336, Printers' Ink.

ATTENTION!

I'm looking for a position as agency office manager or secretary and right-hand-woman to advertising executive. Complete supervision of Direct-by-Mail Dept. Responsible for Stenographic, Filing and Checking Depts. Proofreading. Four yrs. college. Ten yrs. business. Dependable, tactful, and believe myself capable of filling most exacting requirements of "big" advertising official. Box 351, P. I.

SALES EXECUTIVE, thirty-three, married, two children, Protestant, is on the look-out for favorable opportunity to become associated with Eastern Advertising Agency. 1918-1923 advanced from clerk to Asst. General Salesmanager of one of the largest manufacturers of advertised food products. Resigned to become member of a smaller firm where he is in charge of both advertising and sales, but feels that merchandising experience he has had equips him for broader field of service than is afforded by present position. Graduate of Williams College and Harvard School of Business Administration. Further details and personal interview upon request addressed to Box 348, Printers' Ink.

Advertising agents' comments: —

"Printers' Ink" Saved in Permanent File

JOSEPH RICHARDS COMPANY

PRINTERS' INK and PRINTERS' INK MONTHLY are carefully reviewed in the Research Department. Articles showing statistics to which we may want to refer are clipped and filed under their various subject headings. This same procedure is followed with regards to other articles to which we feel we will have to refer. In the case of the Weekly, this publication is put in a loose copy binder until the regular bound quarterly volumes are issued. These are then removed and sent to permanent file. In the case of the Monthly, this publication goes directly to the permanent file since we do not purchase bound copies.

From time to time, we receive requests for information. Our first source is our own file; after that we go to outside sources and quite frequently we call up the Research Department of your publications. The rest is simple. You have the dates of the issues in which different articles of interest to us have appeared—we have the publications.

JOSEPH RICHARDS COMPANY, INC.

More and More Valuable as a Reference Library

STREET & FINNEY

We are finding the old files of PRINTERS' INK more and more valuable as a reference library. Almost every week something comes up where a client wants information of one kind or another, and it seems that the PRINTERS' INK Library is always able to furnish exactly what we want.

The other day we found a manufacturer who did not know what an advertising agency is. We were sure that there was no such animal on earth. He asked us to write him an explanation of what an advertising agency is. We did not want the drudgery of writing all this out, so we got from the PRINTERS' INK Library an old article on this subject which gave him exactly the information he wanted.

I doubt very much if advertising men in general realize what an enormous quantity of valuable information on advertising and merchandising has accumulated in the PRINTERS' INK files during the last fifteen or eighteen years of the present management of PRINTERS' INK.

FRANK FINNEY,
President.

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Leave your shotgun at home when you come to Boston

Boston is no place for "shotgun" advertising. The manufacturer who shuts his eyes and blazes away at this great market is inviting almost certain defeat. For Boston is different! Before you buy a line of newspaper space in Boston, you should understand that the people of Boston and its suburbs may not be judged by your experience in any other city.

A process of evolution—old as the city itself—has separated Boston's people in custom, thought and preference. And this cleavage is so sharp that even Boston's newspapers are split—each serving exclusively one or the other of Boston's two great groups.

To reach one of these groups, the national advertiser has a choice of several Boston papers. But the second great group may be covered *only* through the Herald-Traveler.

Herald-Traveler readers possess the largest per capita buying power of the entire Boston market. They represent the best outlet of the best retailers in Boston—appreciative of quality, and financially able to buy in quantity. These are stubborn facts—but they are Boston!

Let us send you "Business Boston," a booklet visualizing Boston's peculiar advertising situation. It will be sent you gratis, and will save you lots of trouble with the tricky Boston target. Write for it now on your business stationery.



BOSTON HERALD-TRAVELER

Walgreen Builds \$5,000,000 Yearly Sales with Newspaper Advertising

What? Advertise neighborhood drug stores in a medium of such enormous circulation as The Chicago Tribune? Shrewd business men and other friends argued to C. R. Walgreen with conclusive logic that it was business suicide.

Mr. Walgreen figured differently. In 1921 he began buying newspaper space in the face of this gloomy advice.

What happened?

Walgreen sales are doubling every two years!

Here is the development since then:

	No. of Stores	Total Sales Volume	Sales Per Store	Increase in Sales Per Store
1916	9	\$ 270,000	\$ 30,000	
1918	14	600,000	42,860	\$12,860
1920	23	1,550,000	67,400	24,540
1922	29	2,475,000	85,300	17,900
1924	49	5,650,000	115,300	30,000

Salesmanship or antiquated precedent might have influenced the first purchase of lineage in 1921. But evidence of selling power dictated the succeeding schedules. Note that The Tribune is receiving more lineage than all other Chicago Newspapers put together. Six days against six, that stands.

Walgreen Lineage in 1922, 1923 and 1924

	Tribune	American	Herald and Examiner	News
1922	26,681	15,940	1,728	10,538
1923	86,656	32,874	0	0
1924	164,048	52,978	17,324	11,436
3 years	277,385	101,792	19,052	21,974

Do you sell your product through retail stores? Then this successful experience of a store owner should prove conclusively the kind of advertising that will sell more of your goods over the counters in Chicago.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

, 1925

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